

PRO Kids Annual Report 2022

Section 1 - A Word from Our Chair

More than two years after the COVID-19 pandemic started, the world began the long process of recovery and rebuilding. For PRO Kids, this time of transition was also an important opportunity to pause and reflect on the challenges of the past two years, the effect the pandemic had on our clients and marvel on the extraordinary courage and generosity of our entire community.

Once spring arrived, community activities began opening again providing much needed, in-person recreation programs for our families. With the support and partnerships of our community, PRO Kids has been able to provide innovating programs that allow youth to creatively express themselves in many ways. In addition to sports, painting, performing arts, and music help young people build self-confidence, self-awareness and a sense of belonging.

We are eternally grateful to our 200+ community Partners and local Agencies for their dedication of time and expertise – your contribution allows PRO Kids to continue offering exceptional, life-long experiences for hundreds of youth each year. I am proud to be part of an organization that helps provide low cost, high quality, recreation options for those needing a little help.

As we pivoted to address the critical needs of the populations we serve, we also witnessed an unprecedented outpouring of support from individuals and the business community throughout Thunder Bay – people who share our deep desire to help children, youth, and families succeed in the post COVID world. Some of the successes of the year included launching the Power to Play annual campaign, Mayors Mulligan Golf tournament, virtual and in-person Quiz Nights and partnering with Polar Bear Plunge. We were also excited and very grateful to receive support from many impactful events led by members of the broader community including the annual Strathcona Golf Tournament, birthday parties, and memorial donations - raising much needed dollars for the children and youth we serve. PRO Kids was also the recipient of grants from the United Way, Thunder Bay Community Foundation and John Andrews Foundation.

As Chair of the PRO Kids Board, I am proud to volunteer with professionals in children’s development, who know the integral role of the early years and importance of children’s activities. Our Board, Fundraising Committee, Volunteers, and staff truly believe that every child should have access to activities outside of school, for their health, to make new friends and have positive roll models. The Board and Staff are here to support families in giving every child the best possible start in life. Through PRO Kids, we want to empower parents to provide opportunities for their children that they are not able to access due to cost.

With the support of our community, the Board, Fundraising committee, and Staff, we directly impact the lives of almost 1,000 children and youth every year. To every donor, partner, supporter, champion, and advocate:
Thank You to everyone for your commitment to youth in our community!

Kathy Ball, Chair 2020-2022

Section 2 – PRO Kids 2022

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.

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.

Financial barriers are identified as one of the main obstacles preventing children and youth from participating in recreational activities. In Thunder Bay, 21.5% of children and youth aged are living in low-income households according to the 2016 Census. That translates to approximately 4,095 children in our community.

Children from low-income families are less likely to participate in extracurricular activities due to registration costs. This is concerning as recreation can provide children and youth the opportunity for developing social skills, enhancing their sense of self, taking on leadership roles while learning teamwork skills, experiencing the influence of positive role models and creating friendships.

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 programs due to financial barriers.

Developed by the City of Thunder Bay Recreation & Culture Division, PRO Kids has been in operation since 1998. In those 24 years, PRO Kids has made over 27,000 placements of children and youth into Thunder Bay recreational programming.

{PRO Kids Helps}—side bar

- PRO Kids provides service to low-income families
- Children and youth between ages 0-18
- The process is completely confidential
- When an application is approved, children/youth are fully integrated into the activities

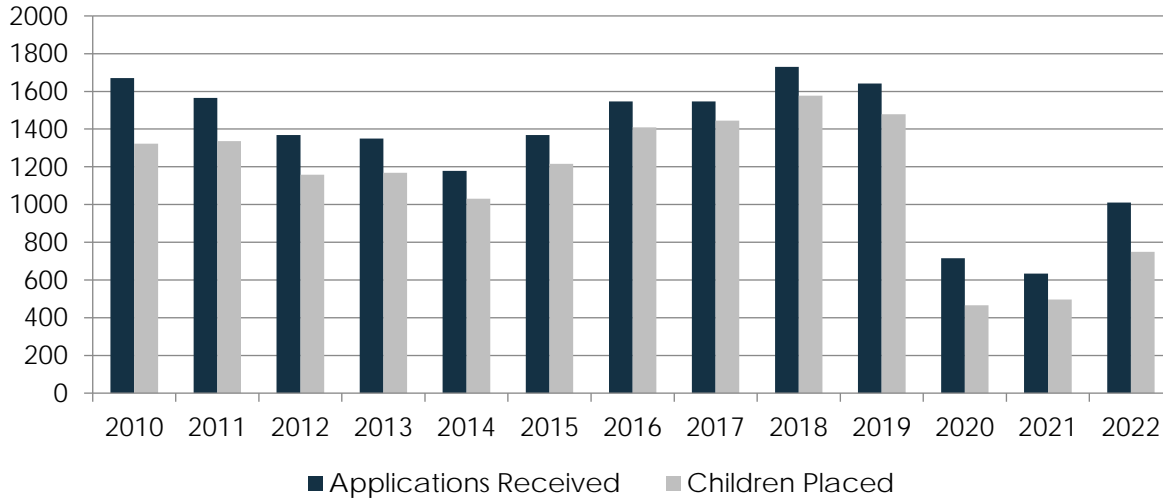
Section 3 – PRO Kids Impact 2022

Placements

In 2022, PRO Kids received a total of 1,010 applications, marking a notable recovery from the impacts of COVID-19. The Ontario government made plans to gradually ease public health measures between January and March 2022. As social gathering limits increased, our partner organizations were able welcome larger numbers of children and youth back into their programs.

PRO Kids welcomed 130 new families as first time applicants, which allowed us to support 262 new children. Of the 1,010 applications that were received, 749 placements were made, which was a significant increase from 497 placements in 2021. This equates to a placement rate of 74%. Although this is slightly lower than the previous year (78%), it is still an overall improvement compared to the drop to 65% in 2020 due to the unavailability of programming during the COVID-

PRO Kids Placements (2010-2022)



19

pandemic.

PRO Kids is providing financial assistance to children and youth across a range of age groups, with a particularly large proportion of applications coming from children ages 6-12, at 61%. Their involvement in recreational activities highlights the importance of supporting children in their formative years and ensuring they have access to the resources they need to grow and thrive. The remaining applications saw 18% representing youth ages 13-18 and 22% representing children ages 0-5. In terms of gender distribution among applicants, 52% identified as male and 48% identified as female.

It is important to note that there is a distinction between placements and number of individual children. A family in financial need can access PRO Kids for an activity once every season, a maximum of 4 times a year. Of the 749 placements that were made, 559 kids were served with 150 of them participating in more than one program through the year.

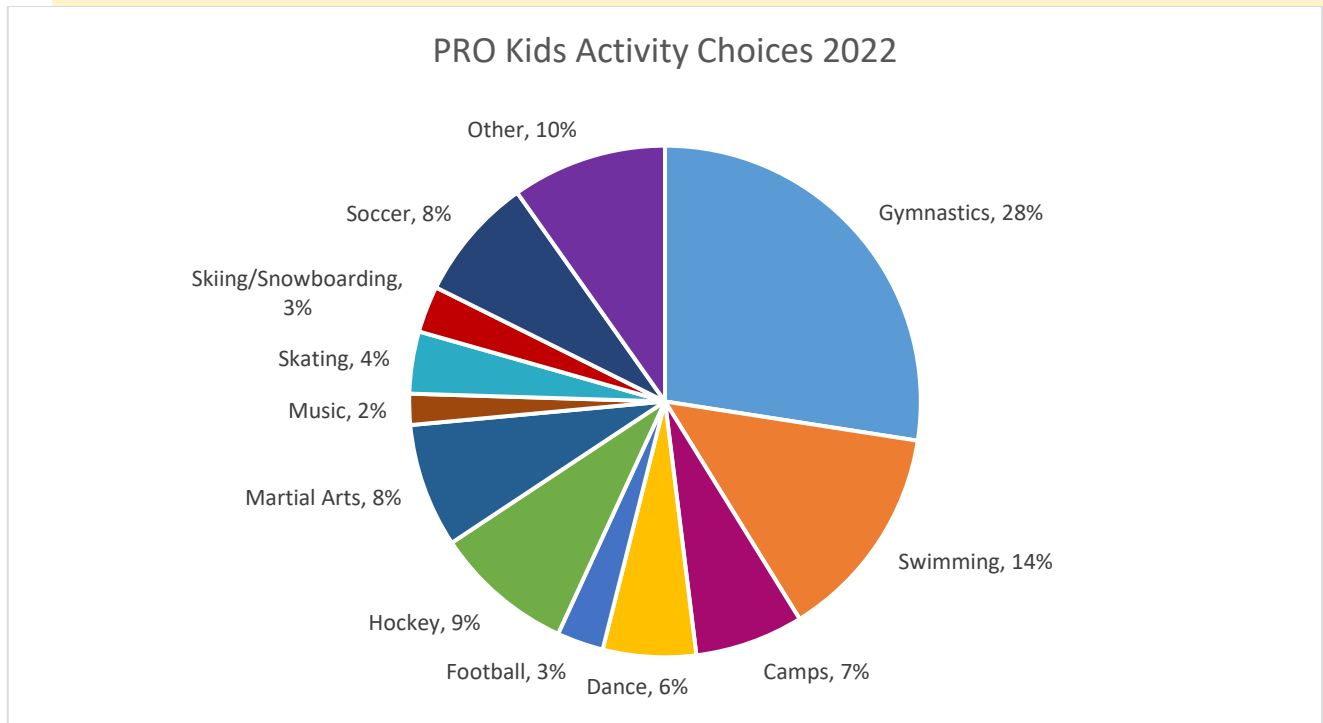
Activity Choices

Thanks to partnerships with over 200 local recreational activity providers, PRO Kids is able to offer children and youth with a wide range of activities to choose from based on their interests and talents. The breakdown of activities that applicants are placed in varies, with gymnastics being the most popular at 28%, followed by swimming at 14%, and soccer and hockey at 9% each. Other activities such as dance, martial arts, skating and skiing/snowboarding also contribute to the overall diversity of options available to applicants.

It is worth noting that opportunities for kids under the age of four are limited. Team sports such as hockey and basketball require a level of development that children of that age group may not yet possess. Gymnastics and swimming are consistently at a high percentage because they accept a wider range of ages, starting as young as 4-6 months. Additionally, these activities are offered year-round, while an activity like skiing is only accessible during the winter. In regards to swimming, not only is it an excellent form of exercise, but is also a necessary life skill. Due to its importance and accessibility, PRO Kids receives a high number of applications for swimming lessons.

Regardless of the activity chosen, each one offers unique benefits and skills that contribute to a child's growth and development. For instance, traditional sports may teach teamwork, while an activity like music may teach patience and perseverance. It is PRO Kids' aim to provide children with a wide range of activities, so they can explore and develop their interests while gaining valuable life skills.

- Art, Baseball, Basketball, Bowling, Climbing, Cheerleading, Curling, Diving, Equestrian, Leadership, Performing Arts, Sewing, Skateboarding, Volleyball, Wrestling



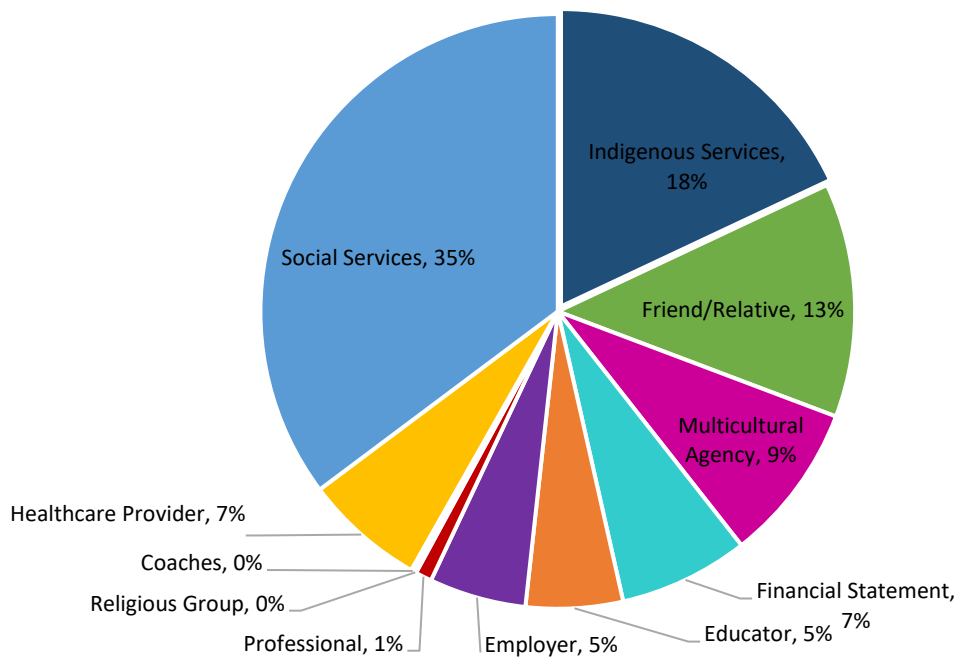
Referrals

Referral sources play a critical role in verifying the financial need of our applicants, and in 2022, PRO Kids received references from a variety of organizations in Thunder Bay. The distribution of referral sources has a similar structure to the previous year; however, it is worth noting that there has been an increase in the use of financial statements to verify financial need. In 2022, these documents contributed to 7% of our references, up from 2% in the previous year. PRO Kids accepts a variety of documents as proof of financial need, including pay statements from TBDSSAB or the Ontario Disability Support Program (ODSP), as well as Notice of Assessments. While we accept these statements as proof, it is not a requirement of the PRO Kids Service. Providing a reference person who can speak to the applicants' financial situation remains an important option for families.

In the last 3 years, PRO Kids has seen a steady increase in referrals from Healthcare Providers, which accounted for 2% of references in 2020, 5% in 2021 and now 7% in 2022. Mental health professionals such as counsellors and therapists have been the largest contributors to this referral source, indicating a growing prioritization of mental health in our community.

Social Services and Indigenous Services accounted for half of our referral sources, with 35% and 18% respectively. These services include agencies such as Children's Aid Society, Dilico and Thunder Bay District Social Services Administration Board (TBDSSAB). The quantity of references reflects the strong partnerships we have built with these agencies. We share a mutual mandate to support children, and we maintain strong connections with workers in these agencies to support the welfare of children.

2022 PRO Kids Referrals



Partnership Value

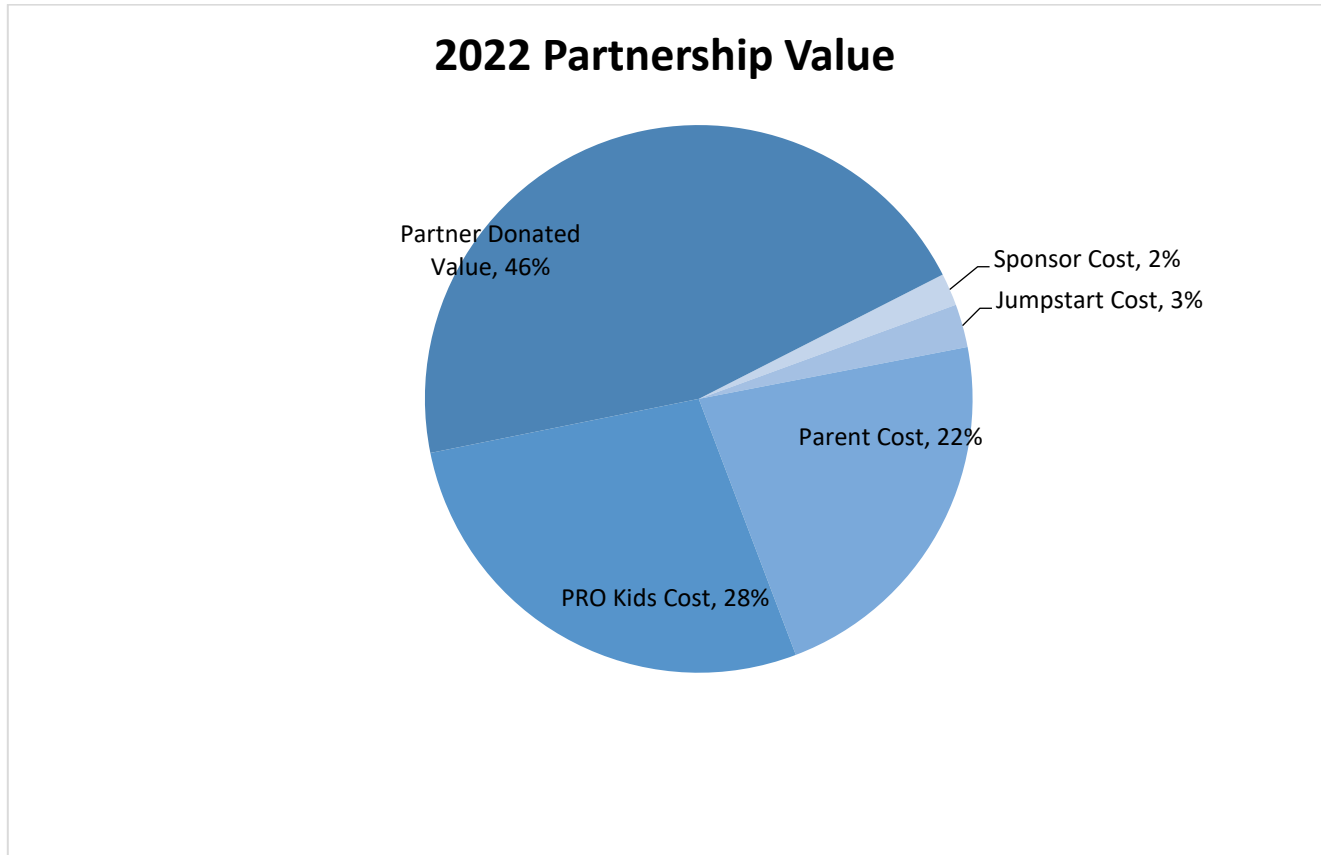
PRO Kids partners with numerous organizations within Thunder Bay, providing incredible value to our program. Our partnerships are integral in making sure that PRO Kids can offer a wide range of activities to applicants while keeping costs manageable. Activity providers become partners under the agreement that they will never charge more than the value they are putting in to support the child. This partnership ensures that the value exchanged between PRO Kids and our partners is always equal.

In cases where our combined partnership does not fully meet a child's need, PRO Kids actively seeks out additional partnerships to share the costs. Jumpstart is one of those partners that the PRO Kids Coordinator may recommend to families requiring additional assistance. Jumpstart raises their funds through local retail outlets including Canadian Tire and SportChek. Their program allows a child to access a maximum of \$300 for half a calendar year to pay for registration fees or purchase equipment.

The value of 749 placements made in 2022 was \$164,371 with our partners contributing 46% of the overall figure at \$75,060. While partners provide a great deal of support, PRO Kids has costs associated with the program. Our costs contribute \$45,370 worth of spaces representing 28% of the total value. In some cases, the parents are required to pay a portion of the registration fees and in 2022, parents contributed 22% of the overall value, representing 22%. Families can also access additional support to help cover the fees through programs like sponsorship and Jumpstart, and in 2022, these programs totaled a value of \$7,333 representing 5% of our overall partnership value.

It is important to note that the overall partnership value reflects recovery from the impacts of COVID-19 on the recreation industry. There was a significant return to some level of normalcy; however, there were still challenges related to the pandemic. Many recreation providers still had increased prices due to the costs

associated with maintaining small class sizes and ensuring safety protocols were in place. Despite the challenges, the overall partnership value has grown by 40% from the previous year.



Section 4 – Fundraising

In order to meet the demand of its services, PRO Kids must fundraise approximately \$120,000 on an annual basis. This is accomplished through five channels: fundraising events, third-party events, campaigns, grants, and charitable donations.

EVENTS

2022 saw a new addition to our fundraising event portfolio. Along with Roots Community Food Centre, CNIB, and Special Olympics, PRO Kids became a designated charity of the Polar Bear Plunge. The event encourages individuals or teams to fundraise a minimum \$100 each in support of the charities. The reward? To jump into Lake Superior in early April. While it is a very chilly fundraiser, the Polar Bear Plunge brings the community together in such a positive and supportive way. It also proved to be a very successful fundraiser with PRO Kids receiving \$21,900 of the \$100,000 raised by the event.

The 18th Annual Mayor’s Mulligan presented by Enbridge was one of the most successful to date. The Golf Tournament hosted at Strathcona Golf Course had over 20 teams participate and through sponsorships, registration, contests, and a silent auction, raised \$28,411.

\$60,325 was raised collectively through Mayor's Mulligan, Polar Bear Plunge, and other fundraising events including Quiz Night. These events make up 33% of PRO Kids total funds raised and 50% of our fundraising goal.

THIRD PARTY EVENTS

Third-party events are fundraisers hosted by outside organizations or individuals. PRO Kids will support through promotion and recognition, but ultimately the organization of the event is third party.

PRO Kids is lucky to have a number of these events take place annual. The Backyard Classic, a boot hockey tournament organized by Daniel Biscardi, ran for its 7th year. The tournament had 12 teams participate and raised \$1,200 in support of PRO Kids. Other annual third-party events include Sleeping Giant Brewery's "Craft Cares", Strathcona Invitational, and Cava Memorial Golf Tournament.

Other third-party events will come together spontaneously. Applauze Productions, a partner of PRO Kids, donated \$1,200 from the concession of their production "Broadway in the Bay!" Superior Strategies launched an anti-bullying campaign, and the \$1,405 in profit they made on the sales of their pink t-shirts were donated to PRO Kids. Through their initiative "Smith's Smile", Smiths RV donated \$2,200 of their August sales of boats and recreational vehicles.

\$37,335 was raised through third-party events making up 20% of PRO Kids total funds raised and 30% of our fundraising goal.

CAMPAIGNS

The biggest change is PRO Kids fundraising strategy was the addition of its annual campaign "Power to Play". With a \$50,000 goal, the campaign is intended to create a consistent stream of annual funding through donor retention.

Staff worked with Generator to create a look and feel for the campaign, resulting a visual identity around being the "#1 fan of a child in need". Promotional materials including three 30 second video testimonials were created to support the branding and promote donations throughout the campaign. Funding for the deliverables was provided by the Thunder Bay Community Foundation.

The PRO Kids Board of Directors and Fundraising Committee worked hard to make approaches to organizations and individuals for donations. Throughout April, the campaign month, approaches were made, testimonials were promoted, and donations were encouraged. Power to Play would go on to raise \$50,365. This included the proceeds made in April through the Polar Bear Plunge.

Combined with November's Giving Tuesday campaign "Pass the Buck", campaigns contributed 23% of PRO Kids total funds raised and 36% of our fundraising goal.

GRANTS

PRO Kids staff continue to apply for grants and to foundations for reliable annual funding. United Way of Thunder Bay, John Andrews Foundation, Ken Boshcoff Charitable Foundation and Keith Lord Sport Foundation contributions total \$12,4710. This translates to 7% of PRO Kids total funds raised and \$10 of our fundraising goal.

CHARITABLE DONATIONS

\$32,417 in charitable donations were made to PRO Kids in 2022. These came in the form of payroll deductions, retirement honorariums, and birthday presents. A large portion of charitable donations came in the form of memorial designations; when families of loved ones who pass ask donations are made to PRO Kids in their honor. These designations included Dylan Augruso, Jim Stevens, John Garland, Larry Bonazzo, Rod Medwick, June Sewell, Gloria Sdao, Vic Baskin, Don Ross and Doreen Ford.

Charitable donations made up 18% of PRO Kids total funds raised and 27% of our fundraising goal.

With the support of its staff, Board of Directors, Fundraising Committee and the Thunder Bay community, PRO Kids had one of its most successful years in fundraising with \$185,156 raised.

DONOR LEVELS

MAJOR CONTRIBUTORS (\$10,000+ a year)

City of Thunder Bay, Kinsmen Club of Thunder Bay, Enbridge Gas, MNP LLP

HAT TRICKS (\$10,000 over 3 years)

TD Canada Trust, United Way of Thunder, John Andrews Foundation, LH North

TOUCHDOWN (\$2,500+)

White MacGillivray Lester, Bain-Smith Consulting, Cliff Friesen, Giant Contracting LTD, Municipal Retirees of Ontario, Pita Pit, Smith's R.V. Centre

PIROUETTE (\$1,000+)

Keith Lord Sport Foundation, Partners In Rehab, Strathcona Invitational, Daniel Biscardi, Superior Strategies Inc., Revolution Belting, Applauze Productions, Sleeping Giant Brewing Ltd., Melanie Tibishkogijig, Dave & Lois Nuttall, Alphonse Brodeur, Bur-Met Contracting, Cava Memorial Golf Tournament, CRC Communications, Dickinson Wright PLLC, DRD Construction, Keating Insulation Inc., North Rock Environmental Inc., North-West Electric, Prezio Electric, RBC, Mary Lynn Sawdo, Tbaytel, Tom Jones Corporation, Triad Exterior Contracting Ltd, White Pine Electric Ltd.

STANDING OVATION (\$500+)

T&M 6th Annual Hodder Classic Golf Tournament, The Bar & Staff, Claude Garton School, Creekside Nursery & Garden, Kathy Ball, Paul Burke, The Keg & Staff, MicroAge, St. Bernard's School, Investors Group, Laura Daniele, Coastal Steel, Zachary D'Onofrio, Susan Jones, Ashley Maltese Throm, Caitlin

McCallum, Paul Fitzpatrick, Marla Poulin, Steven Rose, Smile Makers Orthodontists, Soccer Northwest Ontario, Steve Ward Contracting Ltd., Jay Storeshaw, Superior Elevator ULC, Synergy North, Thunder Bay Naval Association

KICK OFF (\$250+)

Candace Begin, Lindsay Grzelewski, Sean Bodkin, Leigh Wood, Balmoral Park Acura, Brett Young Seed, Confederation College, LTL Contracting, Prairie Turf Equipment, Synergy North, Thermal Mechanical, Twin City Refreshments, Impala Canada, Kat Mach, Nadin Contracting Ltd., Thunder City Speedway, Waste Connections, Bagley Dental, Balmoral Dental Designs, Big Thunder Orthopaedic, Birch Point Dental Clinic, Colosimo Financial, Bob Davies, First General Services, Andrew Grant, Glynnis Hawe, J.D. Leslie, Motus Chiropractic & Wellness, Heather Murphy, Ashli Pinnock, Kelly Robertson, Royal Lepage Lannon Realty, The Canadian Premier League, Catherine West, Danielle Kozyra, Genevieve Lester

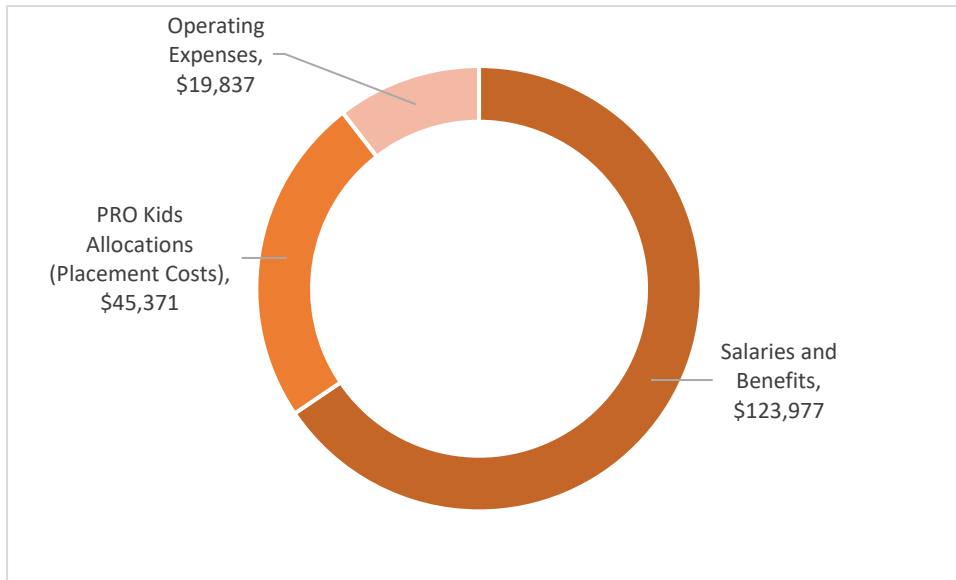
FANS (\$100+)

Robert Arnone, John Brady, Corpus Christi School, Fox School of Hockey, Marcel Gagnon, Hudson Lees, Sue Kainulainen, Ingrid Montenarh, Nancy Perozzo, Nichola Persichino, Raffaele's Tailoring, Jane Slivchak, The Ken Boshcoff Charitable Foundation, Thunder Bay Law Association, Thunder Bay Minor Hockey, Doug Wood, Lynn & Jeremy Wyeth, Sheila Chiodo, Brandon Smith, Cathy Britt, Sheelagh Hendrick, Theresa Jackson, Ken Jennings, Danielle Knight, John & Sue Lopez, Maria-Teresa Pedulla, Santin Chiropractic, Alisha Scichilone, Thunder Bay Beavers Hockey Club, Terrance & Silvana Restoule, Iris Lenetsky, Jessy Bogacki, Lynda Bessel, Thunder Bay North Stars, Pioneer Ridge, A. Villeneuve Mechanical Ltd., Victor Augruso, Sandy Axent, Candy Ballanger-Michaud, Kathryn Barr, Erin Beagle, Monica Bolland, Ken Boshcoff, Chantelle Bryson, Katie Burton, Nancy & Don Burton, Marissa & Dennis Buset, Carolyn Campbell, Tammy & Mark Carlson, CUPE Local 87, Ellen Cytrynbaum, Peter Diamantuoros, Marjorie Diplock, Margaret Donio, Durham Region Soccer Association, Andrew Elvish, Linda Evans, Cathy Farrell, Cody Fraser, Dan Goldfine, Natalie Grostern, Josie Halycz, Callie Hemsworth, Marylou Herits, Mary & Geoff Hospital, Linda Hyslop, Ken Jarvinen, Sharon Krystalovich, Gaston Lafleur, Ellen Lang, Joelle Lasry, Sandra Lopez, Chris Mauro-Manget, Dan McGrath, Murray & Nancy McLeod, Manizay Mehdi, Amanda Metallo, Joseph Miniaci, Mark & Judy Mrakic, Rosemarie & Alex North, Cindy Orr, Cookies Pakylak, Lori Paras, Savannah Perrault, Alessio Persichino, Alex Persichino, Mary Jane Petrone, Karen Pontello, Gina Poulin, James Puhalski, Peter Raffo, Mary Ellen Ripley, Rita Romeo, Allison Sargent, Filomena Savoia, Taras Sawula, Richard Sdao, Ken Shemie, Tracie Smith, Richard Stephens, Michael Szubelak, Sara-Lynn Tayebi, Thunder Bay Women's Soccer Club, Urban Systems Ltd., Leah Vanderwey, Rob Webb, Frank Wilson, Arlene & Morey Wiseman, Elizabeth & Robert Workman, Donna Yocom, Eugenia Cukier, Carol McClelland, Kerri Garland

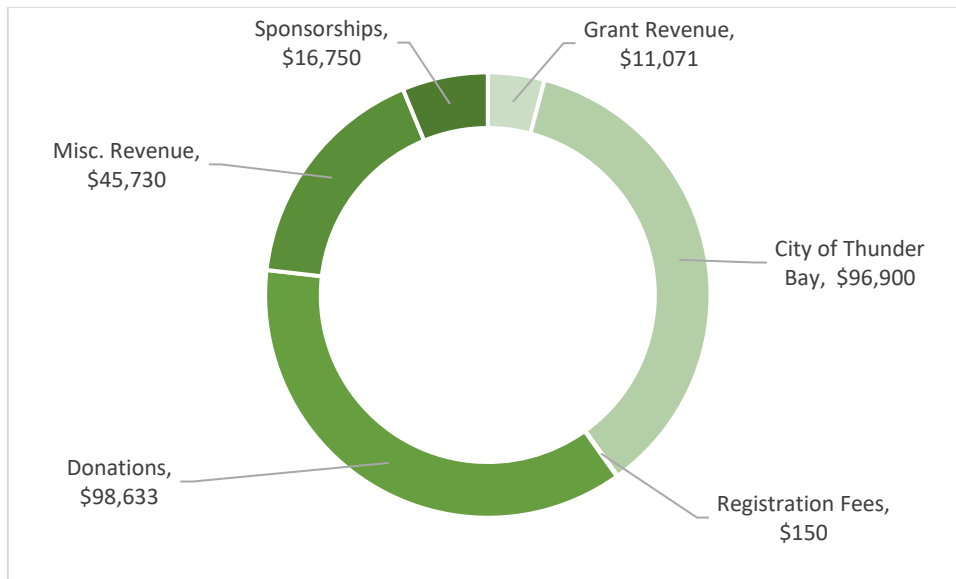
Section 5 – Finances

The following chart shows 2022 revenue and expenses broken up by source. It should be noted that PRO Kids transfers all surplus to its reserve fund for future placements. In 2022, \$80,048 was transferred to the reserve fund.

EXPENSES



REVENUES



Section 6 – A Word from Our Coordinator

2022 was a very transitional year, getting out of the COVID 19 pandemic and back to social interactions. PRO Kids partner organizations that offer direct programming to kids in our community were delighted to be mobilized once again.

New PRO Kids partnerships included:

- Black Sheep Mountain Bike Club
- Sunrise Music
- Tritone Music
- Music with Robyn Saxberg
- Cinema 5 Skatepark
- Art in Motion Dance
- Connections Dance School.

We welcomed them to join in our mission to activate all Thunder Bay kids.

The pandemic did cause some residual effects. During the 2-year pause, swimming instructors and lifeguards were not able to keep up with their certifications. This caused a shortage of swim instructors which, in turn, created a scarcity of swimming lessons that offered to the public. Although many PRO Kids were placed in swimming lessons, very few of them actually registered and participated.

As previously noted, the costs to run programs increased. In order to comply with pandemic protocols, organizations were expected to purchase masks, antibacterial sanitizers and cleaning solutions and disinfecting processes were intensified. In addition to this, the minimum wage was increased which triggered the increase of salaries for instructors. These costs were all passed on to registrants through increased program fees. Once these fees go up, they don't go down.

From a PRO Kids perspective, applicants became familiar with the online application process which made it easy for parents to apply from their home computers and devices. Processing these applications has been streamlined but the personal touch still exists. When a family submits an application first time, the Coordinator has a phone interview with a parent in order to confirm eligibility and pass on important information about PRO Kids. The ease of applying has potentially resulted in increased applications. There have been a few situations when families applied and did not meet the eligibility requirements. These applications were denied but it gives testament to the importance of proper screening. The Coordinator is the gate-keeper of the service and we owe it to our partners to make appropriate referrals. A referral that does not meet our criteria can leave a bad mark on PRO Kids. No one wants to see someone take advantage of the system. It can lead to a breach in trust between PRO Kids and our partners and that can be detrimental.

Along with helping to cover registration fees, PRO Kids gives away needed sports equipment. We had a donation of cleats a few years ago and gave away 5 pairs to kids who were registered outdoor soccer and baseball. The Hockey Equipment Give-Away in September saw 23 children receive equipment from our collection in storage. When a child needed something that we did not have in stock, they were directed to go to Play it Again Sports to complete their set. PRO Kids has an account there that grows when individuals from the public forego their refund for the value of the equipment they trade in. 10 youths got additional gear by accessing this account. The total value of this gear came to \$2,679.00.

PRO Kids was able to receive a grant from Northern Ontario Heritage Fund to employ an intern for the period of one year. Unfortunately for us, our intern decided to go back to school and worked

from April to September. The quality of his work was good and he helped us get through our first Annual Campaign as well as spring and summer placements.

Our PRO Kids Board of Directors saw three people leave, namely, Cole Anderson, Joshua Swearngen and Karen Honan. New members who joined were Lance Barenz, Peter Augruso and Melanie Tibishkogejig. One of the initiatives that the board mobilized was the development of a Letter of Understanding between the PRO Kids Board and City Administration. The goal is to ensure that there is good communication between these two parties, particularly around the PRO Kids Reserve Fund. This fund is not part of the tax base and is generated primarily through charitable donations. The PRO Kids Board is responsible for the Charitable status.

Although transitional, 2022 was a successful year and brought optimism for the future. Keeping kids in our community active continues to be our main focus. We honour our PRO Kids community partners who work directly with the kids we refer as they are a most important pillar for delivering our service. Our heartfelt and sincere thanks to all who support PRO Kids in so many ways. We look forward to celebrating the 25th Anniversary of PRO Kids in 2023.

Quotes and Testimonials

“The Thunder Bay Girls Softball Association (TBGSA) partners with the Pro Kids organization to ensure that any and every girl who wants to play softball has the opportunity to do so. This collaboration makes dreams a reality and the outcome of watching that unfold is nothing short of heartwarming and rewarding.” **Lorne Krisko – Vice President of TBGSA**

“Without the financial sponsorship and support of PRO Kids, this youth would never have had this awesome opportunity. [Playing hockey] has been a positive experience at a time in early adolescence when life outside of the hockey arena has been a challenge.” – **Social Worker, CAS**

“PRO Kids has helped my family for many years and if it were not for PRO Kids, we simply could not afford to do it ourselves” – **PRO Kids Parent**

“3 boys came to us through PRO Kids starting in camps and recreational programs and advancing to higher levels. One just became a Provincial Champion with a recent win at the Ontario Cup. These boys are now part of the Chill family thanks to PRO Kids.” – **Tony Colistro, President/Founder of Thunder Bay Chill**

“Hockey is very important to [my son] and I can’t imagine his life with out it. It’s been his life-line for a long time now. When he’s on the ice, it’s the only time that he looks totally FREE. He shines out there! He can be himself and thrives in this positive environment. Without the financial help provided by PRO Kids I would not be able to afford the cost of sports for my kids.” – **PRO Kids Parent**

“Having my children involved in programs that we wouldn’t otherwise be able to afford is amazing. My children haven’t always had the social involvement that PRO Kids has been able to provide us.” – **PRO Kids Parent**

“PRO Kids set this up, and this was an absolute dream come true—Just blew my mind! We were set up with all new everything, from skates and helmet and even covered our league fees. This to me felt like a dream come true.... I couldn’t believe it” – **PRO Kids Parent**

“HOLY COW!! This is a huge positive in my life. As a single parent, my son does not have a male role model in his life and it is so good for him to participate in a male dominant sport. I could just cry seeing the interactions with his male coaches and how supportive they have been—this has changed our family.” – **PRO Kids parent**