

Hello,

I am reaching out to notify you of an important update to Jumpstart in your community, which will likely have an impact on some of the families you serve. In an attempt to streamline information and hopefully alleviate confusion, we are sharing this news with you as your organization has collaborated closely with Jumpstart over recent years to support access to sport for youth from families in financial need.

Due to the ongoing record demand for Jumpstart funding, we have changed the assistance offered in your community. As of January 2025, we will no longer be offering Individual Child Grants in Edmonton & surrounding area. Instead of assistance at the individual level, Jumpstart will focus funding and resources to support the Edmonton community through our Community Development Grants program.

We know that the Community Development Grant approach will help create a more sustainable and impactful change for community sports across Canada. Our data shows that the social value of a Community Development Grant is almost three times higher than the value driven through an Individual Child Grant. With this insight, we know that directing our focus towards Community Development Grants will allow us to help more children and youth access affordable sport programming than previously done through Individual Child Grants.

We understand that discontinuing the Individual Child Grants program is disappointing news. However, as the demand for financial support continues to grow across Canada, Jumpstart must carefully evaluate and adapt how we allocate our finite resources.

Should you have any questions about this transition, please don't hesitate to contact me.

Sincerely,



**Brad Ellard (he/him)**

Lead, Community Operations & Relationship Manager, AB & NWT

Canadian Tire Jumpstart Charities

[Brad.Ellard@cantire.com](mailto:Brad.Ellard@cantire.com)

*In the spirit of respect, reciprocity and truth I acknowledge Moh'kinsstis, the land I live, work, and play on is the ancestral home of the Treaty 7 signatories which includes the Siksika Nation, Piikani Nation, Kainai Nation, Stoney Nakoda Nation, consisting of Chiniki, Bearspaw, Good Stoney and the peoples of Tsuut'ina Nation. I also recognize the Métis Nation of Alberta, Region 3 who also call Treaty 7 their home.*

This message, including any attachments, is privileged and may contain confidential information intended only for the person(s) named above. If you are not the intended recipient or have received this message in error, please notify the sender immediately by reply email and permanently delete the original transmission from the sender, including any attachments, without making a copy. Thank you.