

Girls
with **GRIT**

2024 IMPACT REPORT



THE SUMMIT

September 14 and 15 the Wood Buffalo Sport Connection hosted our first Girls with Grit Sport Summit. One hundred young females aged 9-13 registered for the free event to participate in a variety of activities with the intent to build their confidence, competence, and overall love for sport. The result was one incredible weekend full of excitement, kindness and a little bit of sweat!

SPONSORS



NORTH
CENTRAL ALBERTA

PAIGE
CYR



ACTIVITIES

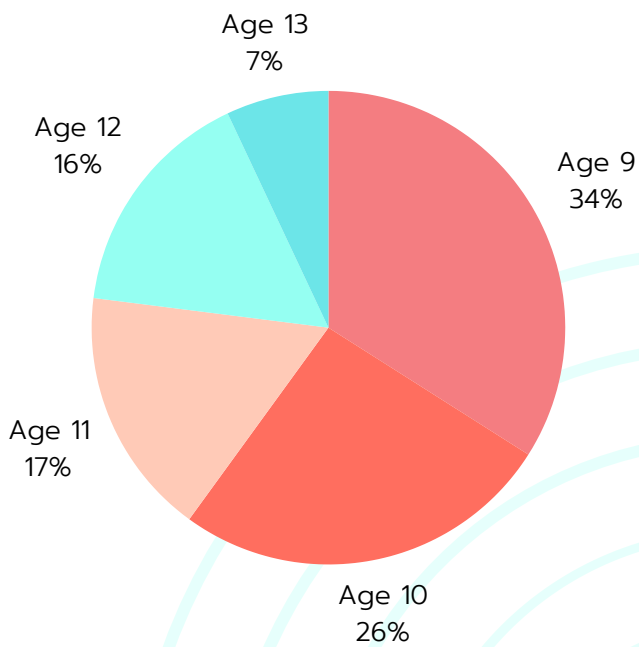
A total of twenty different sport organizations and leaders volunteer their time and expertise to the event:

- Premier Cheerleading Academy
- Fort McMurray Aurora Dancer
- RRC rock climbing, yoga and fitness staff
- Fort McMurray Roller Derby
- Fort McMurray Squash Club
- Girls Inc
- Fort McMurray Knights Rugby
- Three Rivers Volleyball Club
- Fort McMurray Minor Baseball
- Giants Baseball
- Edge Power Sk8ting
- Fort McMurray Football Academy
- Wood Buffalo Disc Golf Association
- Ringette
- Bowmans Taekwondo
- Fort McMurray Pickleball Club
- Seed and Sprout Nutrition
- Natalie Doucette Psychology
- HeartSpark



THE PARTICIPANTS

100 PARTICIPANTS



88%

AVERAGE ATTENDANCE RATE OVER THE TWO DAYS

14%

IDENTIFIED WITH A VISIBLE MINORITY

7%

IDENTIFIED AS HAVING A VISIBLE/NON VISIBLE DISABILITY



THE RESULTS

PARTICIPANTS RATED
THE EVENT OVERALL

4.4/5 ★

PARENTS RATED THE
EVENT OVERALL

5/5 ★

INSTRUCTORS RATED
THE EVENT OVERALL

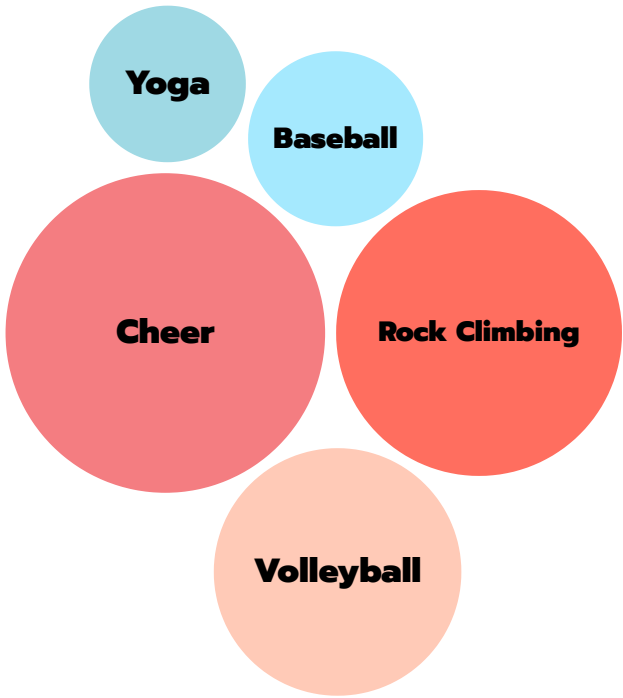
4.5/5 ★



Well done! My daughter... says to me "I learned that no matter what, you should try to have fun with whatever you are doing and to not take things too seriously." I know that wisdom came from the conference and she will carry this for a long time. I will make sure to keep reminding her of this! Thank you for encouraging her to think positive and just to have fun! Also, she wants to register for soccer now because she FINALLY wants to try a sport! :) Big wins!

THE RESULTS

TOP FAVORITE SESSIONS



IDENTIFIED A SPORT THEY WOULD LIKE TO CONTINUE PARTICIPATING IN



PARENTS SAW AN INCREASE IN THEIR DAUGHTERS CONFIDENCE

Yes Maybe Not Sure No

I feel more confident in my abilities



I feel more likley to try new sports



0 20 40 60 80 100



of Northern Alberta

BODY TALK

IN THEIR BODY CONFIDENCE SESSION WITH GIRLS INC. THE GIRLS EXPRESSED:

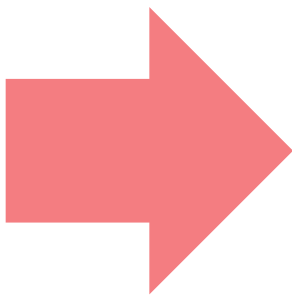
100%

REASONS IDENTIFIED TO NOT FEEL CONFIDENT TO PARTICIPATE IN SPORT WERE RELATED TO BODY CONFIDENCE/SPORT COMPETENCE

“Society says you have to look a certain way”

“People look at us weird when we play sports, especially in middle school”

WHAT CAN COACHES/SCHOOLS/ ORGANIZATIONS DO TO HELP GIRLS FEEL MORE CONFIDENT IN PLAYING ORGANIZED SPORT OR BEING ACTIVE?



WHAT'S NEXT?

53%

PARTICIPANTS FELT THE EVENT WAS
TOO SHORT

Since we can't extend the event past the weekend in 2025 we are hosting

TWO SUMMMITS !

Based on the feedback compiled we are committing to the following for 2025:

- Expansion to two summit dates: One around May/June to introduce sport opportunities for Summer/Fall and one around November to introduce Winter/Spring sport opportunities
- Better food options
- Re-structuring the schedule to look more closely at time between sessions, length of days/sessions and time of day of sessions
- Look at grouping participants by age and also breaking into groups to allow easier movement between sessions and more efficient attendance tracking
- Opportunities for older age groups

Girls
with **GRIT**

CONTACT US TODAY!

Christina Baker

Sport Strategist

Wood Buffalo Sport Connection

780-714-1124

christina@wbsportconnection.com

