

Coach Santa Mission of Kindness 2025

# Kindness Impact Report

COACH SANTA



MISSION OF KINDNESS



# Coach Santa Mission of Kindness – 2025 Summary



• Experience Over Scale, Connection Over Content •

## ★ 2025 Season Highlights

**102** Visits Delivered  
**36** Unique Venues  
**181** Teams Engaged  
**2,426** One-on-One Interactions

**7,000+** Kindness Cards Distributed

**500+** Word of the Week Prizes Awarded

## ★ Program Components

- Weekly Themes & Bench Visits
- One-on-One Interactions
- Elf Team Mentorship

## ★ Equity & Inclusion

- Multi-Sport Delivery
- 20 Girls' Teams Involved
- City-Wide Geographic Reach

## ★ Observed Impact

- Kindness as Everyday Behavior
- Memorable One-on-One Moments
- Mentorship Through Elf Teams
- Coaches Reinforce Team Values

## ★ Operational Evolution

- Improved Scheduling System
- Quadrant-Based Visits
- Enhanced Data Tracking

## ★ Looking Ahead

- Capacity Constraints
- Expanded Representation
- Coach Mrs. Claus?

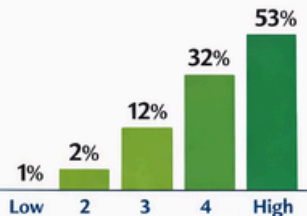


Leaving Kids Feeling Seen, Valued,  
& Encouraged to be Kind.

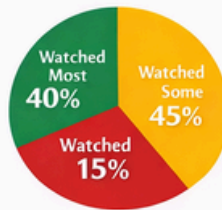


## Coach Santa Program Survey Results

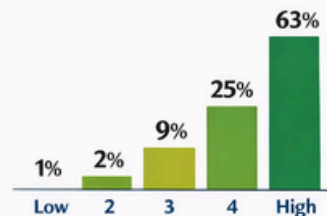
### Impact on Kindness



### Video Engagement



### Likelihood to Recommend



### Common Themes

Kindness Teamwork Fun  
Leadership Caring Engaging  
Positive Leadership Memorable  
Respect Motivating

**92%** Reported Increased Awareness of Kindness

**85%** Found Videos Entertaining & Relevant

**94%** Likely to Recommend Program

# Program Highlights



## Introduction

Coach Santa's Mission of Kindness is a seasonal youth sport initiative designed for U7 and U9 athletes. The program uses a familiar, trusted figure to reinforce the values that matter most in sport: kindness, teamwork, respect, leadership, communication, belonging, and fun.

The program is intentionally experience-first. Rather than focusing on performance outcomes, competition results, or large-scale campaigns, it prioritizes meaningful moments, personal connection, and positive early sport experiences. All visits are delivered at no cost to teams, with no added burden placed on coaches, managers, or families.

Coach Santa visits teams in their regular sport environments, creating short, age-appropriate interactions that celebrate effort, kindness, and being a good teammate. These moments are simple by design, but often leave a lasting impression on young athletes.



## Program Snapshot

- Season delivered: November–December 2025
- Primary audience: U7 and U9 youth athletes
- Delivery model: In-person team visits and one-on-one interactions
- Cost to teams: **Free**
- Core focus: Kindness, teamwork, respect, leadership, communication, belonging, fun
- Geographic reach: Calgary and surrounding communities



# Reach, Delivery, and Growth

## Program Reach & Growth

The 2025 season represented a year of intentional growth. Expansion included reaching more communities and introducing new sports, guided by a commitment to preserve experience quality and avoid growth for its own sake.

## Key program metrics:

### Visits Delivered

2024: 69

**2025: 102**

Year-over-year growth:

**+47.8%**

### Teams Engaged

(including Elf teams)

2024: 142

**2025: 181**

Year-over-year growth:

**+27.5%**

### 1:1 Player Interactions

2024: approximately 2,200

(estimated)

**2025: 2,426**

Year-over-year growth:

**+10.3%**

### Unique Venues Visited

2024: 23

**2025: 36**

Year-over-year growth:

**+56.5%**

\* Teams engaged include U13-U18 "Elf teams" who participate as mentors and role models for younger athletes. One-on-one interaction totals reflect estimated counts in 2024 and manually tracked counts in 2025, resulting in more precise measurements this season.

Growth was managed deliberately. While visits and venues expanded significantly, one-on-one interactions increased at a more modest rate to ensure experience quality remained high.

## Program Reach

Because the program is experience-driven, reach is defined differently than in traditional marketing or sponsorship activations.

- Visits delivered reflect the number of in-person team experiences
- Teams engaged represent unique teams reached, including older Elf mentor teams
- Unique venues reflect geographic spread across communities
- One-on-one interactions reflect direct, personal moments between Coach Santa and players

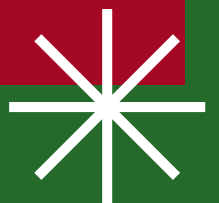
This approach emphasizes depth and consistency rather than impressions or volume.

***"Thanks for coming out again. The kids enjoy it so much, and my boys talked about it the entire way home."***

Lisa, parent

***"You came to my son's game at Trico and he absolutely loved it. You made his day, and we really appreciate it."***

Brian, parent



# Experience, Learnings, and Looking Ahead

## Partner involvement directly supported the following outcomes

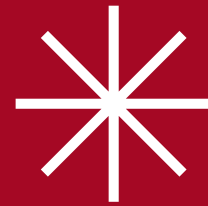
- No-cost delivery, allowing all teams to participate regardless of resources
- Consistent, high-quality materials including trading cards and signage
- Thoughtful pacing of growth to protect experience quality
- Reliable delivery across multiple communities and venues

## Key learnings from 2025

The 2025 season reinforced several important insights:

- One-on-one moments matter most; players respond strongly to personal recognition
- Simplicity drives engagement; low-pressure experiences are most effective
- Older athlete mentorship adds value; Elf teams strengthen leadership and belonging
- Restraint builds trust; avoiding over-branding protects credibility

These learnings will guide future decision-making and program refinement.



## Looking ahead

The Coach Santa Mission of Kindness will continue to prioritize quality, accessibility, and trust over expansion for its own sake. Ongoing priorities include:

- Keeping the program free for teams
- Maintaining high delivery standards
- Supporting thoughtful, manageable growth and adding capacity
- Ensuring the experience remains focused on kids



