



## **Pauw Foundation’s True Sport Youth Fund grants \$65,000 to 19 youth sport organizations in the Bow Valley**

*Funding to cover operational costs for sports clubs and reduce financial barriers to participation*

**BANFF, AB – May 13, 2024** - The True Sport Youth Fund, a partnership between the Wim & Nancy Pauw Foundation and Bow Valley True Sport & Recreation Council, is distributing \$65,000 to 19 sport and recreation organizations in the Bow Valley. Each beneficiary is receiving between \$1,000 and \$6,000 to offset operating costs and reduce participation fees for children and youth.

“Families in the Bow Valley are active and energetic, but they need more financial support than ever to play the sports they love,” said Cathy Geisler, Executive Director of the Wim & Nancy Pauw Foundation. “Through the True Sport Youth Fund, we are helping sustain sports and recreation organizations so they can expand their programming and stay accessible.”

Launched in 2016, the True Sport Youth Fund provides annual financial support to youth sports and recreation clubs. The Pauw Foundation provides the funding, and the Bow Valley True Sport & Recreation Council sets the priorities, coordinates with local clubs, and oversees administration.

“Many of the costs associated with sports and recreation organizations are passed on to participants, resulting in financial barriers for youth in our community,” said Bill Fisher, Board Chair of the Bow Valley True Sport and Recreation Council. “By supporting these 19 clubs, we are helping young people learn the importance of staying healthy, respecting others, and including everyone.”

Local associations like the Rundle Mountain Volleyball Club and Bow Valley Little League have grown their player participation from the True Sport Youth Fund. Last year’s grant allowed the Volleyball Club to broaden their programs for young women, encouraging them to stay in sports throughout their teens. The Little League has been able to cover costs associated with training for volunteer coaches and umpires, maintaining safe and high-quality experiences for kids.

**For more information contact:**

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**About Wim and Nancy Pauw Foundation:**

The Wim and Nancy Pauw Foundation is committed to supporting initiatives that promote community well-being and sustainability in the Bow Valley. Through strategic partnerships and thoughtful investments, the foundation strives to create positive change and enhance the quality of life for residents and visitors.

**About Bow Valley True Sport and Recreation Council:**

The Bow Valley True Sport and Recreation Council enables sports and recreation providers and partners to reduce barriers so that every person in the Bow Valley has the opportunity to participate in a variety of quality sport and recreation activities. This includes programs or opportunities that are: organized and at leisure; indoors and outdoors; individually or in groups; and in every season.