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Alberta Conservation Association
2019/20 Project Summary Report

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Project Name: Kids Can Catch Program

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Ken Kranrod

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Partnerships

Program sponsor: Dow Chemical Canada, AltaLink, Wolf Midstream

Event organizers, partners and sponsors

A1 Rentals	Canadian Tire
ACA	Canadian Tire Slave Lake
AHEIA	Central Alberta Coop
Alberta Environment and Parks	City of Fort Saskatchewan
Alberta Fish and Wildlife Enforcement Branch	City of Lacombe
	CN
Alberta Forestry and Agriculture	CN Police
Alberta Fish & Game Association	Coop Community Spaces
Alberta Lifesaving Society	Coronation Community Support Society
Alberta Parks	Coronation Family Foods
AltaLink	County of Paintearth
ATB Financial, Cochrane	County of Grande Prairie
Backroads Mapbooks	Dow
Barrow Safety	Edmonton Trout Fishing Club
Berkley	Edmonton Old Timers' Fishing Club
Big Sky Flies and Jigs	Equs
Cabela's Canada Outdoor Fund	Fort Saskatchewan Lions Club
Cabela's North/South Edmonton stores	Fort Saskatchewan Fish and Game

Fort Saskatchewan Naturalist Society
Foster Park Brokers
Fountain Tire
Government of Alberta
Go Services Inc.
Golby Hardware and Sports
Greater Parkland Regional Chamber of
Commerce
Grimshaw Agricultural Society
Growing Great Kids Coalition
Indominous Sports Edson
Innisfail Fish and Game Association
Jump Start
Lacombe Fish and Game D&M
Lamont Fish and Game
Leduc County
Len Thompson lures
Lesser Slave Lake Forest Education Society
Lesser Slave Lake Watershed Council
Lesser Slave Lake Search and Rescue
Lesser Slave Regional Fire Service
Lesser Slave Watershed Council
MNP
Northern Light Fly Fishers
Nutrien
Paintearth Economic Partners Society
Prairie Parent Link
Quantum Canada

River Valley Alliance
River Runner Recreation
Saddle Hills County
Service Credit Union
Shakespeare
Slave Lake RCMP
Slave Lake Rod and Gun Club
Smoky Trout Farm
Stony Plain Fish and Game
Superfly
Taber Fish and Game
Taber Kiwanis Club
Town of Coronation
Town of Hinton
Town of Beaumont
Town of Cochrane
Town of Gibbons
Town of Taber
TransAlta
Village of Wabamun
Volunteer Firefighters
Walleye Master
Wolf Midstream
Walleye Master
West Central Heavy Duty Repair Ltd.
Wetaskiwin Safety
Wolverine Guns & Tackle
Yellowhead County

Key Findings

- 4,387 adults and children came out to fish at 21 Kids Can Catch events across Alberta.

- Nearly 100 organizations, partners and sponsors made Kids Can Catch events possible through financial, in-kind, and volunteer contributions.

- Dow's sponsorship helped ACA expand the program to new communities this year, including Beaumont (Boy Scouts and Girl Guides), Chaparral, Innisfail, and Leduc.

- AltaLink's sponsorship allowed ACA to source 343 fishing rods for local organizers to use at Kids Can Catch event. Organizers will keep these rods in their inventory to use year over year.
- Backroad Mapbooks donation of branded string packs were distributed to local organizers and handed out to youth at events.
- Wabamun Kids Can Catch, February 2019 ice fishing event was a great success with over 1,000 participants.

Abstract

Kids Can Catch is a province-wide program in which ACA partners with community and corporate partners to create free family fishing events at lakes and ponds. We developed Kids Can Catch as a way to invite Albertans to fish at stocked and natural waterbodies and to hook new and young anglers on fishing, fish conservation, and responsible angling. In 2019/20, Kids Can Catch events across Alberta welcomed 4,387 adults and children and 100 organizations, partners, and sponsors. The flagship Wabamun Lake Kids Can Catch was an outstanding success with over 1,000 participants.

Introduction

Kids Can Catch is a province-wide program, sponsored by Dow Chemical Canada, in which Alberta Conservation Association (ACA) partners with community and corporate partners to create free family fishing events at lakes and ponds. We developed Kids Can Catch as a way to invite Albertans to fish at stocked and natural waterbodies and to hook new and young anglers on fishing, fish conservation, and responsible angling.

Methods

ACA manages the province-wide program, including promoting the program as an opportunity for local groups interested in fishing, conservation, youth, recreation, or tourism; connecting local organizers with resources and partners as they plan, promote, and host their Kids Can Catch events; providing web and communication services to profile each event on the Kids Can Catch website (albertakidscancatch.com); and offering online registration services to event organizers.

ACA provides local organizers with tools and resources to help as they plan, promote, and host their events. Typically, one local organization takes the lead to plan the event and engages community and corporate event partners to help with it. Partners help in a variety of ways, such as volunteering at the events, providing in-kind donations, providing sponsorship, coordinating specific event activities, or promoting the event.

Each Kids Can Catch event is free, non-competitive, and family friendly, making fishing fun and accessible for new and young anglers. Some events are new; other are long-standing community fishing events or part of an annual festival. Some attract large numbers of participants; others attract smaller numbers. But what all the events share is a chance to fish and to learn about fishing, fish conservation, and responsible angling.

In 2018/19, 2,303 people came out to fish at 20 Kids Can Catch events (Table 1) supported by 100 community and corporate partners.

Table 1. Kids Can Catch events held across Alberta in 2019/20

Community	Event date	Est. Participants
Beaumont – Girl Guides/Boy Scouts	Sept 16/26, 2019	33
Beaumont	June 9, 2019	75
Chapparral	August 10, 2019	39
Cochrane	June 15, 2019	600
Coronation	July 7, 2019	47
County of Newell	July 6, 2019	130
County of Grande Prairie	August 11, 2019	50
Fort Saskatchewan	June 8, 2019	750
Gibbons	July 13, 2019	29
Grimshaw	June 8, 2019	150
Hinton	July 6, 2019	215
Innisfail	July 6, 2019	74+
Leduc	February 17, 2020	145
Lacombe	June, 2019	400
Lamont	June 22, 2019	75
Lesser Slave Lake	February 15, 2020	150
Onoway	February 29, 2020	50

Saddle Hills	July 6, 2019	30
Slave Lake	June 7, 2019	30
Taber	June 8, 2019	200
Wabamun Lake	February 15, 2020	1,065
Yellowhead County	July 4, 2019	50
Total		4,387

Our program sponsor, Dow, makes it possible for ACA to help local organizers source the supplies they need to host Kids Can Catch events. AltaLink joined as a sponsor, enabling ACA to source 734 fishing rods for local event organizations. Local retailers helped us stretch our sponsor dollars further with discounts and matching donations. Branded string packs donated by Backroad Mapbooks were packed with fishing information and shared with youth at events across the province.

Conclusions

Partnerships are key to the success the Kids Can Catch Program and each Kids Can Catch event. A special thank you to our program sponsors, Dow, AltaLink, and Wolf Midstream, and all event organizers, sponsors, partners, and volunteers for giving kids and their families the opportunity to go fishing.

Communications

ACA Communications

We shared the story of the Kids Can Catch Program and its events through ACA communication channels, including:

- ACA website (ab-conservation.com): promotion on ACA's main page promoted Kids Can Catch and events

- Kids Can Catch Program website (albertakidscancatch.com): one webpage was created for each event to promote the event and its sponsors. After the event, the webpage summarized the event and recognized all event organizers, partners, and participants.
- Constant Contact e-newsletter: ACA's e-newsletter promoted Kids Can Catch events
- Social media: Posts were used to promote events, share stories, and thank organizers and event partners.
- Facebook albums: We created albums on Facebook to share photos with our sponsors, partners, and participants.