

"I believe in the
power of sport to..."

Federal Election Campaign for Sport - 2008



I believe in the power of sport to... **help build our sense of community**

FACT SHEET

Sport builds and strengthens communities in many ways, bringing together youth, their parents and coaches, volunteers, sponsors, and supporters. Sport works by creating social networks that generate trust and a willingness to interact with others outside of sport.

- More than 2 million Canadians volunteer for sport and recreation organizations, filling 5.3 million volunteer positions (Statistics Canada, 2004).
- There are some 34,000 sport and recreation organizations across Canada, constituting the single largest segment of the voluntary sector at 21% of the total (Statistics Canada, 2004).
- Nearly 13.7 million adult Canadians (55%) take part in sport as active participants, volunteers, attendees, or some combination of the three (Conference Board, 2005).
- The involvement by Canadians in sport and recreation is one of the most important core activities that help to shape us as individuals, to differentiate our communities, and to define our nation's collective identity (Bowen, 2004).
- Involvement in sport and physical activity is a prime form of citizen participation, whereby Canadians learn and practice skills that make civic engagement and democratic decision-making practical and meaningful. Participants learn how to work together, trust each other, and organize their common interests (Bowen, 2004).
- Almost three-quarters (72%) of Canadians believe that sport makes a significant contribution to the quality of life in their community (The Strategic Counsel, 2005).
- 90% of Canadians believe that community-based sport reinforces broader societal values, such as honesty, respect, fairness, inclusion, excellence, and fun (Strategic Counsel, 2005).
- The vast majority of active participants believe that sport generates a wide range of benefits for the community as a whole (Conference Board, 2005):
 - provides a venue for meeting and interacting with people (97%);
 - encourages people from different backgrounds to work and play together (96%);
 - provides an opportunity to volunteer in the community (95%);
 - teaches people about responsibility and respect for other people and property (93%);
 - gets people of all ages actively involved in their communities (91%);
 - gives people a sense of purpose (90%);
 - provides opportunities for family members to get to know one another better (89%);
 - helps prevent juvenile crime (87%).
- Sport and recreation programming contributes to the development of skills that help at-risk youth to avoid criminal behaviour in the future (National Crime Prevention Centre, 2003).

Sport Matters Group – Le Groupe le Sport est important

1400-180 rue Elgin Street, Ottawa, Ontario, K2P 2X3

Tel/Tél: 613-231-7472 Fax/Télé: 613-231-3739

Email/Courriel: info@sportmatters.ca Web: www.sportmatters.ca/www.sportestimportant.ca

"I believe in the
power of sport to..."

Federal Election Campaign for Sport - 2008



References

Statistics Canada, *Cornerstones of Community: Highlights of the National Survey of Nonprofit and Voluntary Organizations*, September 2004.

The Conference Board of Canada, *Strengthening Canada: The Socio-economic Benefits of Sport Participation in Canada*, by M Bloom, M Grant, D Watt, August 2005.

P Bowen, *Investing in Canada: Fostering an Agenda for Citizen and Community Participation*, 2004.

The Strategic Counsel, "Reasons to Believe: Survey of Canadians on True Sport Values, Final Report," prepared for the True Sport Foundation, July 2005

National Crime Prevention Centre, "An Evaluation of Project Early Intervention," 2003.