

Giving Canada's Communities a Jumpstart:

Budget 2017 Recommendations to the Department of Finance, House of Commons Standing Committee on Finance from Canadian Tire Jumpstart Charities

Canadian Tire Jumpstart Charities

Canadian Tire Jumpstart Charities (Jumpstart) is pleased to provide a submission to the 2017-2018 pre-budget consultations.

Jumpstart is a nationally registered charity that helps children from financially disadvantaged families to participate in sport and physical activity. Since 2005, Jumpstart has helped over 1.1 million Canadian children between the ages of 4 - 18 in communities across Canada. In 2015 Jumpstart raised and distributed \$20.9 million to help over 206,000 children and youth play over 80 different sports. Jumpstart has benefitted from Sport Canada funding through the Sport Funding Accountability Framework since 2005, and was granted \$259,400 in 2016.

Participation in sports and recreation plays a key role in wellness and the prevention of chronic disease and mental health issues. It is also a central tool for addressing issues in other sectors that play an important role in a country's economic growth, like education, crime prevention and employment.

Furthermore, sport and recreation is part of our identity as Canadians. In fact, research conducted in 2012 demonstrated the strong link between Canadian identity and an active, healthy lifestyle.

According to research conducted by Sklar Wilton and Associates:

- 75% of Canadians agree that living an active and healthy lifestyle is an important part of being Canadian
- 84% of Canadians agree that obesity rates are rising in Canada
- 79% of Canadians feel that participating in sport and physical activity builds a stronger sense of belonging in a community.
- 89% of Canadians agree that daily physical activity for children is critical to developing lifelong fitness habits and skills like leadership, teamwork and self-esteem¹

Jumpstart's unique delivery model allows us to work with a network of over 2,000 Community Partners to deliver programming to every community across Canada, including remote and rural communities in Canada's provinces and territories.

Our model also provides equal access to urban, rural and remote communities throughout Canada, enabling residents to make their desired contribution to their communities and the country's overall economic growth.

Jumpstart is fully supported by Canadian Tire Corporation, which provides Jumpstart with over \$1.5 million in funding per year and supports the majority of the charity's administration. All Canadian Tire

¹ The Power of Sport, Sklar Wilton & Associates, 2012

partners – including our local Dealers who Chair jumpstart Chapters in their communities - tirelessly volunteer to meet the needs of kids in their communities through fundraising, outreach and awareness.

Bolstering Canada’s Sport Policy

Canada has long identified sport as a powerful means for enhancing society’s health and well-being. For example, a policy for sport in Canada was first developed in 2002, and expanded to include new goals in 2012. The 2012 policy sets a goal for 2022 to have “...a dynamic and innovative culture that promotes and celebrates participation and excellence in sport.” The policy identifies sport as a tool for social and economic development, and the promotion of positive values at home and abroad.²

Although Canada’s sport policy succeeds in identifying a common thread between governments, institutions and organizations that are part of Canada’s sport system, sustainable and consistent financial support from the federal government is important.

Therefore, as part of our submission to the House of Commons Finance Committee, Jumpstart recommends that the federal government strategically invest in sport and recreation programs in Canada beyond the Ministry of Sport to meet those objectives articulated in the various ministerial mandate letters and Canadian Sport Policy related to sport as a tool for social and economic development.

In doing so, the government should consider using organizations, like Jumpstart, that possess a vast network of existing partners as a delivery mechanism.

RECOMMENDATION: Through a coordinated, multi-department government approach, the federal government increase current support for sport and recreation programs in Canada beyond the Ministry of Sport to meet those objectives articulated in the Canadian Sport Policy related to sport as a tool for social and economic development.

Supporting Research

There is a growing movement that recognizes sport as a tool for promoting education, health, culture, sustainable development and psycho-social well-being. These are factors that facilitate healthy communities, and a growing economy. The use of sport as a tool for social and economic development was most recently recognized as a key tenet in the 2012 Canadian Sport Policy. More recently, the government of New Brunswick undertook a series of consultations to renew its Sport and Recreation Policy and included a strong emphasis on the use of sport as a tool for social change.

The literature supporting this approach is comprehensive. Since 2005 alone, a number of seminal publications have been released by the Government of Canada and other organizations that support this notion:

² Canadian Sport Policy, 2012

- **Long Term Athlete Development: Canadian Sport for Life (2005)³**: The report identifies eight interdependent factors that are critical to long term wellness, including appropriate physical activity, cognitive function, psychological well-being and social connection. An Aboriginal Sport for Life⁴ document was published in 2015
- **Socio-Economic Benefits of Sport Participation in Canada (2005)⁵**: This study by the Conference Board of Canada showed sport spending at \$16 billion per year (2.2 % of consumer spending and 1.2% of GDP), and representing 2% of all jobs;
- **Sport Participation Strategy, 2008-2012 (2008)⁶**: Sport Canada issued this report calling for “A significantly higher proportion of Canadians from all segments of society ... involved in quality sport activities at all levels and in all forms of participation” by 2012;
- **Canada’s Physical Activity Guidelines for Children & Youth (2011)**: Guidelines were developed by the Government of Canada and the Canadian Society for Exercise Physiology (CSEP), and replaced in 2016 by 24-Hour Movement Guidelines for Children & Youth⁷ to capture recommendations around physical activity, sedentary behavior and sleep.

According to the Conference Board of Canada, one in seven children in Canada live in poverty.⁸ While sport plays an important role in the development of Canadian children, not all families can afford the cost of organized sport and recreation programs. According to research conducted by Jumpstart in 2011, Canadian Parents have the following mixed outlook on the affordability of recreation and sport for children:

- 34%, or 1 in 3 families cite cost as the main reason their children do not play organized sports.
- 42% of families have been unable to enroll their children in organized sports due to cost.
- 67% of families know someone who has not be able to afford sports for their child
- The mean amount of money spent on organized sport per year per child was \$1855.00⁹

Interestingly, according to Stats Canada data from 2007, 788,000 children lived in low income families almost 10 years ago however, families above the low income cut off also struggle to enroll their children in organized sport or recreation programs.¹⁰ Jumpstart has not seen this trend decline over the past decade.

Part of the challenge families face in Canada is pressure on sport and recreation infrastructure. As the population grows municipalities often struggle to maintain, improve or expand recreation infrastructure without federal or provincial assistance. Jumpstart applauds the Federal Government’s initiative to invest in recreational infrastructure. Jumpstart strongly encourages the Federal Government to also

³ Durable By Design Active For Life, Canadian Sport For Life, 2016

⁴ Aboriginal Long-Term Participant Development Pathway, Canadian Sport For Life, 2015

⁵ Strengthening Canada. The Socio-economic Benefits of Sport Participation in Canada, The Conference Board of Canada, 2005

⁶ Sport Canada’s Sport Participation Strategy, 2008-2012, Sport Canada, 2008

⁷ Canadian 24-Hour Movement Guidelines for Children And Youth: An Integration of Physical Activity, Sedentary Behaviour, and Sleep, Canadian Society for Exercise Physiology, 2016

⁸ How Canada Performs: Child Poverty, Conference Board of Canada, 2016

⁹ Canadian Tire Jumpstart Summary Report, Vision Critical, 2011

¹⁰ CYB Overview 2008, Statistics Canada, 2008

consider the operation and program elements of any recreation infrastructure project to ensure that they are well used and open to all income levels in Canada.

Today, the federal government is presented with an important and generational opportunity to develop a long-term approach to sport and recreation.

By investing in Canada's current sport policy, the federal government has the opportunity strengthen Canadian communities as they seek to take advantage of opportunities and contribute to our nation's social, cultural and economic growth.

Furthermore, we recommend that federal departments such as the Public Health Agency, Health Canada, Heritage Canada and the Privy Council Office – through the Innovation Hub, for example – be engaged on the further development of this initiative in concert with Sport Canada. A multi-department approach will ensure a comprehensive policy framework and results-based lens through which the program would be executed.

RECOMMENDATION: The government should consider using organizations, like Jumpstart, that possess a vast network of existing partners as a delivery mechanism for enhanced sport programs.

Jumpstart's Impact on Canadian Communities

Organizations that have already established roots in Canadian communities through sport and recreation present an opportunity for the government, should an enhanced sport policy be considered. Over several years, every dollar invested in Jumpstart by a federal, provincial or municipal government has been passed on to help children play.

The following core principles that make up Jumpstart's mandate:

- a. We help children from families who are in financial need across Canada
- b. We fund children aged 4 - 18 years
- c. We support children in organized sports and physical activities
- d. We assist with the costs associated with registration, equipment and/or transportation
- e. We fund special programs in collaboration with Community Partners which are consistent with Jumpstart's Guiding Principles
- f. Every dollar donated at one of our Canadian Tire Family of Companies' stores stays within the community in which it was received.

Programs like Jumpstart also target a variety of communities throughout Canada, giving equal opportunities for all children to succeed. Examples include the following:

- The Surrey School District's "Canadian Tire Jumpstart Academy" offers an after-school, multi-sport leadership program designed to get inner-city children and teens active. The innovative program was initiated and developed by the Surrey School District, and funded in part by Jumpstart, to engage students who do not have the means to participate in organized sport and recreation outside of school hours. Originally planned for 10 schools for the fall of 2010, the program was expanded to run in 23 schools including additional winter and spring 2011 sessions. In the 2010/11

school year, more than 1,000 children participated and 40 secondary school students will succeed in becoming youth leaders.

- Jumpstart programs have proven that sport participation is a key component to academic success for Canadian students. In 2012, we partnered with the Keewatin-Patricia District School Board in northwestern Ontario to start the Sioux Lookout Hockey Academy in an effort to raise school attendance and increase high school graduation levels. Of the 23 original 2012 participants, 22 have successfully graduated. The program now reaches 500 kids, and school attendance among participants has increased by 25%.
- And in 2016, Jumpstart initiated 37 Community Development Programs, reaching a total of 4,831 children of New Canadian families and Syrian refugees across nine provinces.

While a longtime commitment to sport has allowed Jumpstart to enter a variety of Canadian communities, making a real impact in the lives of both parents and children, more support is needed.

By investing in sport, and utilizing Canada's established networks as a delivery mechanism, Canada can ensure sport and recreation have a positive impact on the lives of Canadians, our communities and our country.

A handwritten signature in black ink that reads "L. French".

Landon French
President & CEO
Canadian Tire Jumpstart Charities