



JUMPSTART STATE OF SPORT REPORT

APRIL 2023

Building Sport Back Better

- A Message from the President

If you are reading this message, I want to start by saying: thank you. Our team at Jumpstart believes so strongly in the importance of sport and play for Canada's youth and children – and your interest, engagement and support is deeply appreciated.

This is our third State of Sport report informed by an annual cross-Canada survey we've used to assess both the tangible and intangible pandemic and post-pandemic impacts on families and sport organizations. This year we see renewed signs of hope that a rebound is underway and the road to pre-COVID programming levels is shorter than was feared in our previous surveys. Still, in this year's report another concerning issue has come to the forefront: rising costs threatening access to sport.

We heard a resounding call from parents and caregivers that sport programs are too expensive and that the price needs to be lowered. The reasons behind this trend, and the barriers that it poses, are at the heart of this State of Sport report.

With the help of our incredible donors, Jumpstart has continued to remove barriers that prevent access to sport and play for Canadian families. I'm thrilled that we were able to give over 400,000 kids the opportunity to play in 2022 while supporting over 1,250 sport organizations. We nurtured important partnerships with like-minded organizations, including *Classroom Champions* – whereby students access lessons and mentorship from respected athletes – and *Canadian Women & Sport*, *She's4Sports* and *Black Girl Hockey Club Canada*, where together we champion girls in sport and fund programming.

But there is more to be done. Sport matters so much – it shapes development, boosts mental health, raises self-esteem, connects kids to communities, and builds dreams. It is imperative we work together to keep doors open, and not accept those that are presently shut.

Please read on for all the details and thank you for your interest in our mission to ensure ALL kids in Canada have an opportunity to experience the transformational benefits of sport and play.

Marco Di Buono

President, Canadian Tire Jumpstart Charities



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**KEY SURVEY
FINDINGS**

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KEY SURVEY FINDINGS

Key Takeaway: Rising Costs Threaten Access to Youth Sport

While youth sport is bouncing back across Canada...



20% of parents report that the availability of organized sports has increased

- up 7% from Dec 2021



19% of parents report their children participating in more sport

- up 7% from Dec 2021



44% of parents report their kids enjoying sport more today

- up 12% from Dec 2021

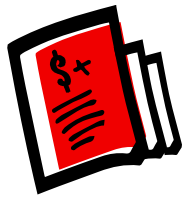


Sport organizations predict a shorter path to “normalcy” than feared, with 31% saying it will take over 2 years to return to a pre-COVID state

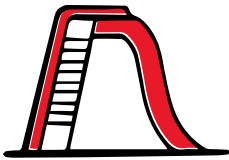
- down 21% from Dec 2021

KEY SURVEY FINDINGS

...the costs to play are rising, creating barriers for many families and challenging sport organizations.



44% of parents say they cannot afford to register their children for organized sports



58% of parents now say that recreational fees are on the rise
– up 17% from Dec 2021



81% of sport programmers say their operational costs have increased

“

I really want to register my children in organized sports programming especially on the weekend for their mental health and wellbeing, but I can't due to the prices.”

– Parent/Caregiver Survey Respondent



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“

We are newcomers [to the] country and for now
can only afford free sport activities.”

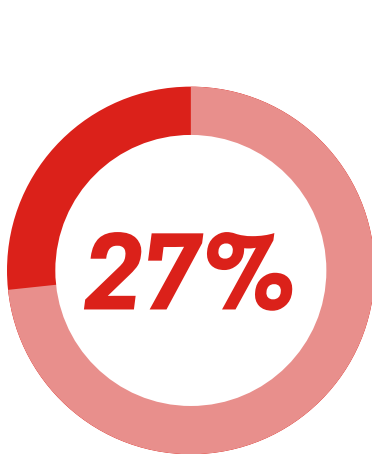
- Parent/Caregiver Survey Respondent

IMPACT ON FAMILIES AND KIDS

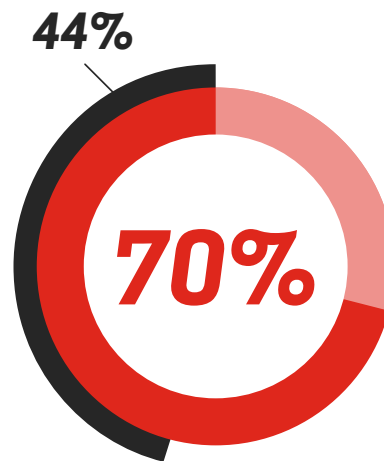


IMPACT ON FAMILIES AND KIDS

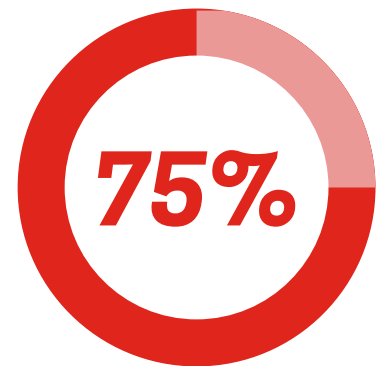
In Focus: Fewer families can afford to enroll their children in sports.



27% of parents say that inflation and the rising cost of living made it less likely for them to enroll their kids in organized sports.



While **70% agree** organized sports offer great experiences for their children, **44% say they cannot afford registration.**



75% of parents say organized sports need to be more financially accessible to families with children.

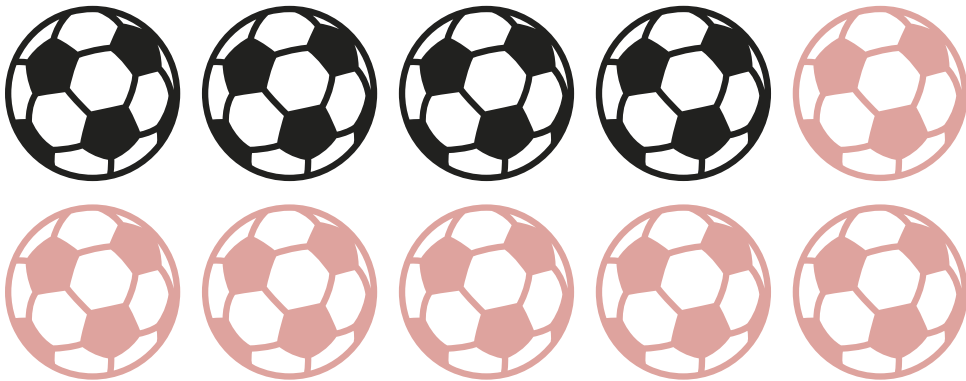


I wish there were more competitive sports available to children who live outside [of the] city limits without the added fees attached.” – Parent/Caregiver Survey Respondent

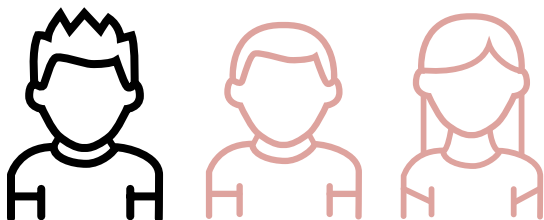
IMPACT ON FAMILIES AND KIDS

Inequitable access to sport and activities has a negative impact on kids.

4 in 10 parents continue to report adverse effects in their children from reduced participation in sport and play, including signs of being **less physically fit (42%)**, and **feelings of loss, resentment (38%)** and **anxiety (41%)**.



While **1 in 3 parents** say their child's mental health deteriorated during the pandemic, this rose to 44% for children whose participation in sport was extremely or very much impacted by COVID-19 – **highlighting the connection between sport and mental health.**



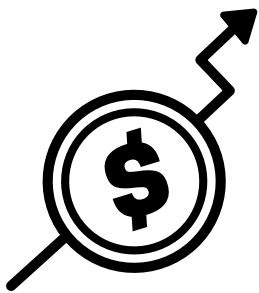


IMPACT ON SPORT ORGANIZATIONS

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In Focus: Increasing operating costs and fees pose new challenges for sports organizations

Despite an improved outlook post-COVID, inflation, financial barriers and limited resources means higher fees for families - and reduced registrations.

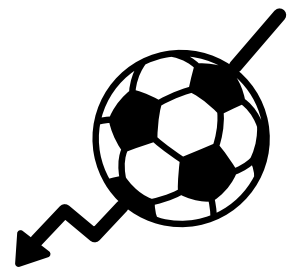


Most (81%) sports organizations say that the costs to run programming and operations has risen

- up 6% from 2021

while 56% report increased fees for families, up 13% from 2021.

Most (62%) sports organizations say the current economic situation has led to reduced sign-up rates for their programming

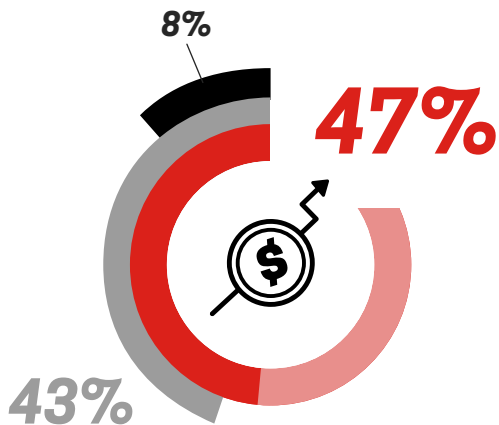
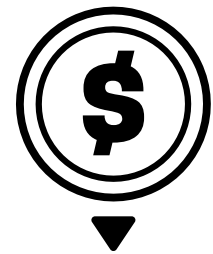


“ Finding quality staff is hard along with the wage support required to retain good staff. Wages have really had to increase significantly and the number of organizations that will support core expenses like this has reduced.” - Sport Programmer Survey Respondent

IMPACT ON SPORT ORGANIZATIONS

And, for many, their financial status remains unsteady.

Since March 2021, the **average financial loss** to Canada's sports organizations is **nearly \$132,000**, or **30% of their operating budget**

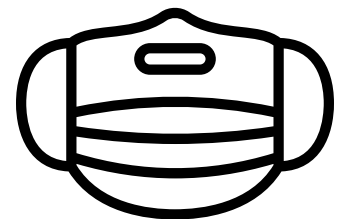


Due to inflation and the rising cost of living,

47% of sports organizations have **had to cut back in other areas to save money** and **43%** have had to **pay staff more** to retain them.

Only 8% say that they have not been impacted.

33% say that the pandemic has **increased barriers to obtaining government support**



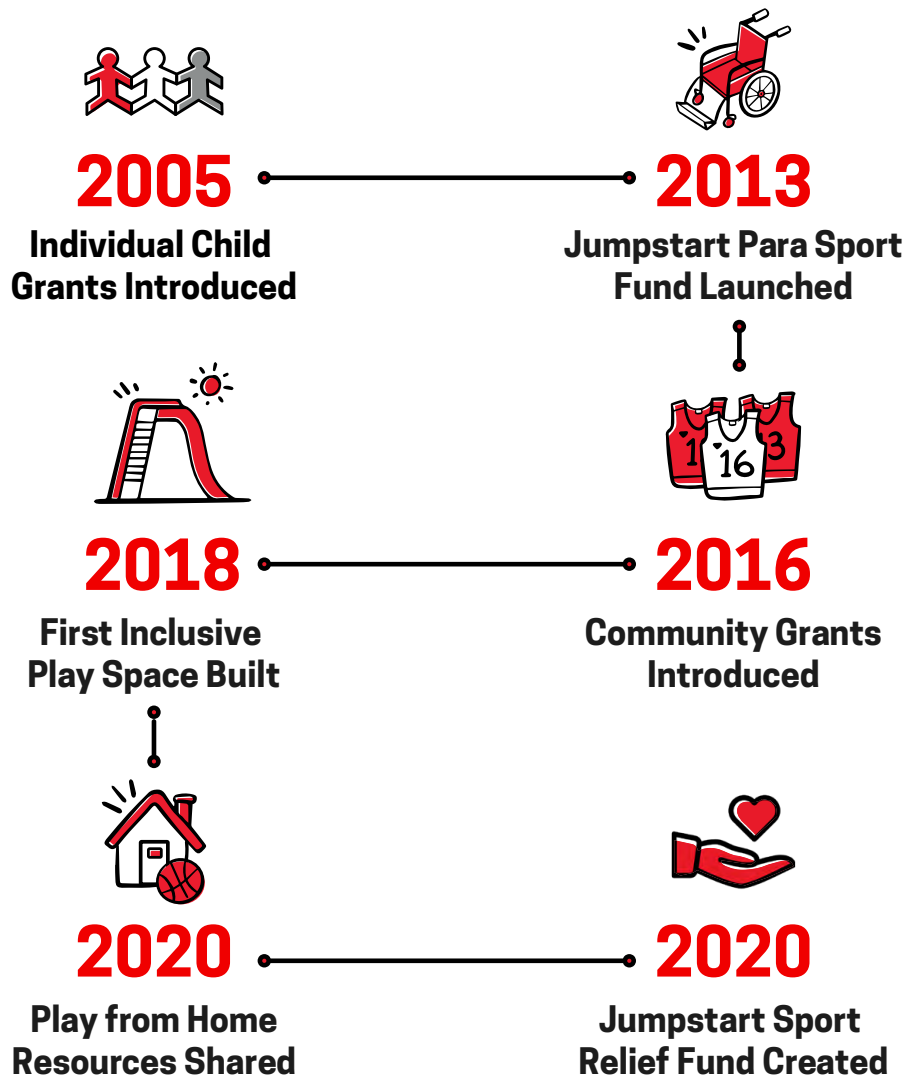
HOW JUMPSTART IS MAKING A DIFFERENCE



HOW JUMPSTART IS MAKING A DIFFERENCE

Jumpstart is removing financial barriers and increasing accessibility

Jumpstart has helped over 3 million kids get into sport and play since 2005, evolving our support in lockstep with the needs of Canadian families and sport organizations to ensure equal access to sport and play for all.



HOW JUMPSTART IS MAKING A DIFFERENCE

In September 2020, Jumpstart launched its Sport Relief Fund, an \$8-million fund dedicated to helping sport and recreation organizations continue to operate through 2020. Jumpstart committed an additional \$12 million to the fund in 2021, **supporting more than 1,570 youth sport organizations** across every province and territory and reaching more than a quarter-million kids.

In 2022, we committed to building back sport better. We:

Built 24 new inclusive playgrounds
and multi-sport courts across Canada

— totalling

275,000 sq. ft.

Continued to champion girls in sport
with the first-ever “Play to Lead Summit”
while funding programming for more than

3,000+ girls.



Helped 180 organizations
in advancing gender equity and increasing
program participation for girls.



Prioritized equitable access, as 46%
of kids helped reported as Black,
Indigenous and People of Colour.

Provided more than

29,000+

Individual Child Grants,
helping families in need pay for
registration costs.

Dispersed

1,255

Community Development Grants
to 788 sport and recreation
organizations across Canada.



Partnered with Classroom Champions
to bring **free social and emotional resources** to the
Jumpstart community, including inspiring lessons
from well-known Canadian athletes.

HOW JUMPSTART IS MAKING A DIFFERENCE

And we're just getting started.
In 2023, our areas of focus include:



Funding Communities, Families and Individuals

Jumpstart will continue to support individuals and communities in building programs designed to provide equitable participation opportunities for all. Families in financial need will also continue to receive support for equipment, transportation, registration fees and other costs associated with their kids' participation in sport and recreation. Community organizations will be supported through a mix of programming, operational and small capital grants.



Supporting Inclusive Play

We will increase accessibility across Canada through our inclusive play initiatives that centre around building play spaces, creating resources for coaches, and advocating for representation and awareness in sport and play for kids of all ages and abilities. We are proudly expanding this effort by committing to open six new inclusive play spaces in 2023.



Championing Girls In Sport

Jumpstart will continue to promote representation and provide resources to support gender equity. This year, we are excited to expand our flagship "Play to Lead" program to two locations, targeting 200 participants. This is in addition to building on our gender equity partnerships with organizations such as [Canadian Women & Sport](#), [She's4Sports](#), [Black Girls Hockey Club Canada](#) and [Her Mark](#) among others.

“ Financial barriers have increased for our participants. Sports programming usually falls into families' discretionary spending and when costs increase for families, sports is one of the things that is usually cut.” – Sport Programmer Survey Respondent



“

Finding quality staff is hard along with the wage support required to retain good staff. Wages have really had to increase significantly and the number of organizations that will support core expenses like this has reduced.”

– Sport Programmer
Survey Respondent



**OUR CALL
FOR ACTION**

OUR CALL FOR ACTION

Investing in Community Sport - Together

Jumpstart is committed to breaking down barriers to access and building a more inclusive, equitable environment for Canada's youth.

With the support of our donors, we will continue to invest as much as we can to ensure accessible opportunities for all kids. We ask stakeholders at municipal, provincial, territorial and federal levels to jointly invest in community sport across Canada.

Recent investments such as Sport Canada's [Community Sport for All Initiative](#) have shown us that when we recognize the real value of sport and play, we can improve the well-being of children and youth in communities across the country. We must:

- **Leverage sport as a powerful tool for child and youth development**

Our community partners have demonstrated that sport and play can help with mental health and well-being, better participation and performance at school, skill development and employability, and promotion of positive behaviours. When we design sport and play to achieve these outcomes, we create safer and more inclusive spaces for everyone.

- **Continue to focus on community programs tackling inequities:**

We have learned through such initiatives as [The Rally Report](#), the [Truth & Reconciliation Commission's Calls to Action guide](#), and the [Canadian Disability Participation Project](#) how to better design programs that engage girls and young women, Indigenous communities and persons with disabilities. It's imperative we continue to involve equity-seeking organizations in the development of sport programming.

Together, we can provide much-needed opportunities for kids to realize the transformational benefits of sport and play.

SURVEY METHODOLOGY

These are some of the findings of two Ipsos polls conducted on behalf of Canadian Tire Jumpstart Charities.

The first online poll reached 1,005 Canadian parents of children aged 4 to 17, between January 5-9, 2023. It included Ipsos I-Say panel and non-panel sources. We employed quotas and weighting to ensure that the sample of respondents reflected that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadian parents been polled.

The second online poll reached 204 providers of sports programming across Canada, between January 9 and February 1, 2023. The sample was provided by Canadian Tire Jumpstart and included 65 registered charities, 117 non-profit organizations and 22 other organizations. These represented 14 municipal parks and recreation organizations, 15 multisport facilities, 107 sports organizations/clubs/associations, 19 provincial sport organizations, three national sport organizations, and 76 other organizations. We believe this sample accurately captures the diverse sport ecosystem in Canada. As to the credibility interval, this poll is accurate to within ± 6.2 percentage points, 19 times out of 20, had all providers of sports programming across Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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- Catherine Sabiston, Ph.D., University of Toronto
- Joe Baker, Ph.D., York University



ABOUT JUMPSTART

[Canadian Tire Jumpstart Charities](#) is a national charity committed to ensuring kids in need have equal access to sport and play. With an extensive, national network of more than 1,000 grantees and 289 local chapters, Jumpstart helps eligible families cover the costs of registration, transportation, and equipment, and provides funding to selected organizations for recreational infrastructure and programming. Supported by the Canadian Tire Corporation, Jumpstart has provided more than two and a half million opportunities for Canadian kids to get in the game since 2005. For more information, visit jumpstart.canadiantire.ca.

Follow Jumpstart on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#) to learn about how the charity is giving kids across Canada a sporting chance.

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