

# FACT SHEET

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January 2012

## Support4Sport Program

### What is the *Support4Sport* Program?

- The *Support4Sport* Program is the most significant source of funding for amateur sport in Nova Scotia and has four key objectives:
  - ▶ increase province-wide participation rates;
  - ▶ create better access to effective sport programs;
  - ▶ provide benefits to both urban and rural communities; and
  - ▶ provide all Nova Scotians the opportunity to go “from playground to podium.”
- In partnership with Sport Nova Scotia, this Program is offered by the Nova Scotia Gaming Corporation (NSGC) as part of its community support efforts. Giving back to good causes and to communities across Nova Scotia is an important objective of NSGC in delivering its social responsibility mandate.
- Since NSGC established the Program in 2006, *Support4Sport* has raised more than \$15.4 million for sport in the province, which includes \$1.4 million to establish the *Support4Sport* Canada Games Legacy Fund.

### The *Support4Sport* Canada Legacy Games Fund

- As part of the legacy for the Halifax 2011 Canada Winter Games, a *Support4Sport* contribution was made to establish the *Support4Sport* Canada Games Legacy Fund.
- The \$1.4 million legacy fund contribution will provide grants to community organizations across Nova Scotia to purchase sports equipment.

### Why Sport and Gaming?

- There is a historical linkage between sport and gaming in Nova Scotia and across Canada – Canada’s national lottery was originally created to provide financial resources for sport.
- Today, there are provincial programs across Canada (e.g. Saskatchewan Lotteries Trust Fund, Ontario Trillium Foundation) which are funded by gaming revenues and provide financial support to sport, among other causes. In addition, many sport organizations leverage lottery games (e.g. 50/50

draws) as an important funding source for their activities.

- Research has shown that the vast majority (81%) of Nova Scotians believe gaming revenue should be designated to specific programs. Of those asked, 42% identified amateur sport as their top choice.

### Why Sport?

- Sport is critical to the overall health and well-being of Nova Scotians.<sup>1</sup>
  - ▶ Physical activity reduces the risk of heart disease, stroke, breast and colon cancers.
  - ▶ The risk of developing cardiovascular disease increases by 1.5 times when minimum physical activity recommendations are not followed.
  - ▶ 91% of kids in Nova Scotia do not meet recommended daily physical activity levels.
  - ▶ Kids who participate in organized activity and sport are closer to reaching the Canada’s Physical Activity Guide of 90 minutes a day of moderate-to-vigorous activity.
  - ▶ 76% of children who exercised felt accepted by other students.
  - ▶ 92% of Canadians believe community-based sports can have a positive influence on youth.
  - ▶ Increasing physical activity levels by just 10% can save over \$150 million in direct health care costs.
  - ▶ 44% of Nova Scotians are overweight or obese increasing the risk of heart disease and other health problems.<sup>2</sup>

### How Are the Funds Raised?

- The Program is funded through the sale of a suite of *Support4Sport* branded ticket lottery products. 100% of profits from these tickets go directly to sport in Nova Scotia.
- In 2010-11, Nova Scotians raised \$4 million through the purchase of *Support4Sport* ticket lottery products. \$3.6 million was directed to the *Support4Sport* program managed by Sport Nova Scotia and \$0.4 million was given to the *Support4Sport* Canada Games Legacy Fund.

<sup>1</sup> <http://www.sportnovascotia.ca/Advocacy/SportNovaScotiaBrochure/tabid/568/Default.aspx>

<sup>2</sup> Nova Scotia Department of Health (2003)

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## What is the Impact?

- *Support4Sport* Program funding provided by NSGC has directly helped fund:
  - ▶ 591 athletes;
  - ▶ 142 coaches and officials; and
  - ▶ 365 community and provincial sport organizations, which reach 125,000 Nova Scotians on an annual basis.
- Prior to the *Support4Sport* Program, \$1.4 million was spent annually on registered sport participants in Nova Scotia (\$1.45 per person), one of the lowest funding levels in the country.
- As a result of *Support4Sport* funding, today that number has tripled to \$4.2 million (\$4.35 per person).

For more *Support4Sport* Program details, please visit: [www.support4sport.ca](http://www.support4sport.ca).