



# SPORT & PHILANTHROPY TOOLKIT



COMMUNITY  
FOUNDATIONS  
OF CANADA  
*all for community.*

**TRUE  
SPORT**  
FOUNDATION

# INTRODUCTION

## **Sport's benefits are numerous: from improving our health and fitness, to increasing our sense of belonging, to making our communities more inclusive and resilient.**

Approximately 85% of Canadians believe that sport participation builds stronger communities, and 28% of adults and 50% of children participate in sport every year.

While the average volunteer-run organization receives 49% of their funding from the government, sport organizations on average receive only 12%. This represents a large, yet untapped, opportunity. Thankfully, things have changed and the True Sport Foundation and Community Foundations of Canada are here to help.

This resource is a playbook for sport organizations and community foundations that are interested in working together to unlock funding for community benefit. It outlines the steps for sport organizations to start a partnership, presents two types of partnership models and shares 'Pro Tips' along the way.

Although this is a collaborative partnership, the sport organization will need to take the lead in setting up the partnership and subsequent fundraising.

## **Partnerships**

The two partnership models discussed in this toolkit are endowments and Support for Sport donations, however there are other non-financial ways for groups to partner, such as hosting vital conversations to understand issues and opportunities in their community, exchanging knowledge, and sharing fundraising advice. Sport organizations should speak with their local community foundation to learn about the capacity development supports available to them.

In order to qualify for the charitable funds generated through the partnership, sport organizations need to be contributing value to their communities and their programs must be values-based and principle-driven. Check out the [True Sport Principles](#) to determine if your sport organization fulfills this criteria.

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You can learn more about the transformative contributions sport organizations are making in their communities in the [Vital Signs Sport & Belonging Report](#) →

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## **Getting Started**

This toolkit is designed for sport organizations that already have a prospective partner community foundation in mind and are ready to assess the fit of their organizations.

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If you don't have a partner, your first step is to [reach out to your local community foundation](#) or the True Sport Foundation to find groups that you could work with.

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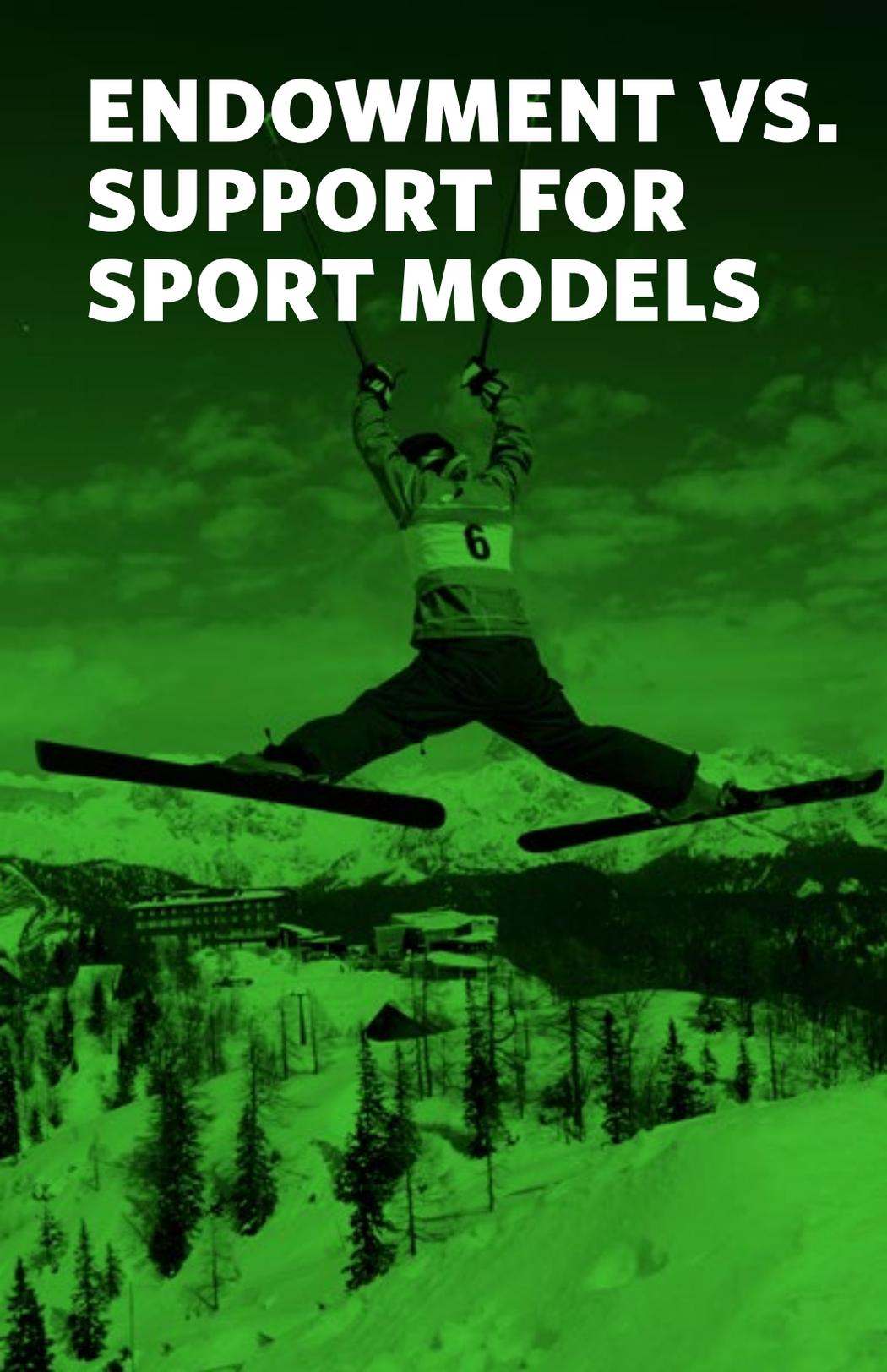
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# ENDOWMENT VS. SUPPORT FOR SPORT MODELS



**There is a large opportunity for sport organizations to receive funding for the positive contributions they make to their communities.**

Donors want to contribute to initiatives that improve social inclusion and contribute to healthy active living. Through partnerships with the True Sport Foundation and local community foundations, there are funding models that allow donors to direct their resources to sport organizations creating community benefit.

This section offers a detailed outline of the two primary funding models —endowments and Support for Sport donations—to help sport organizations make an informed decision about which model is right for them.

## Overview

An endowment is a permanent fund whose assets are invested to generate income. It can be an excellent way to establish long-term stable funding for an organization, as only the growth is granted while the principal asset remains intact. Conversely, a Support for Sport model is a great short-term option which distributes donated funds to the sport organization.

The decision to start an endowment is a big step for any organization, and it is important to know if it is the right decision before embarking on a lengthy and intensive process. The endowment model requires a partnership between a sport organization and both a community foundation and the True Sport Foundation. On the contrary, a Support for Sport model does not require a partnership with a community foundation; sport organizations can work directly with the True Sport Foundation.

Regardless of the model being used, all funding must go towards charitable activities of the True Sport Foundation. Sport organizations that decide to proceed with Support for Sport funding are not restricted to this model, and can use the model to build organizational capacity and start an endowment once they're ready.

# ENDOWMENT MODEL

While there is no precise threshold that indicates when an organization is ready to establish an endowment; there are two guidelines presented in this resource.

These guidelines are not a precise science, but rather offer organizations a format for self-assessment, so that their boards, executives and other stakeholders can make informed decisions.

The first guideline is that organizations need to raise about two times the size of their typical annual operating expenses before creating an endowment.

The second guideline is the minimum principal amount that a community foundation requires to establish a fund. This ensures that the endowment will be able to generate enough income from its investments to fund reasonably sized grants.

This amount varies between community foundations but is in the range of \$5,000 over five years. In addition to clarifying the minimum funding amount in the fund agreement, it is also important to clarify how the fund will be treated until it reaches the minimum and what will happen if it does not reach that level in a given time period.

From the community foundation's perspective, endowments are relatively simple to administer. The community foundation retains or owns the endowment assets for the exclusive purposes of the partner sport organization. This means that the value of the endowment doesn't appear in the books of



the sport organization because the funds are held and invested by the community foundation. Each year a percentage of the total endowment is paid to the community foundation to cover investment and administrative costs. This management fee is typically 1-2% and is similar to the fee an individual would pay an investment advisor to manage their investments.

There are major differences between fundraising for an endowment and fundraising for a Support for Sport model. Understanding these differences will help groups improve their returns on fundraising efforts. For example, Support for Sport fundraising relies on cash donations and is relatively straight-forward. In contrast, endowment fundraising is not constrained to cash; gifts can include properties and different types of investments. Community foundations can help organizations understand complicated financial instruments like wills and gifts of securities for endowment fundraising purposes.

## Pros:

- Sends clear signal to donors that the organization is stable and growing
- Can be of great interest to prospective donors
- Attractive opportunity for legacy fund contribution from members of the community
- Provides flexible and long-term funding to the organization

## Cons

- Competition for immediate funding needs
- Fundraising requires capacity and can take considerable resources
- Can be negative incentive for some new donors, 'they don't need my money, they already have \$50,000 invested'

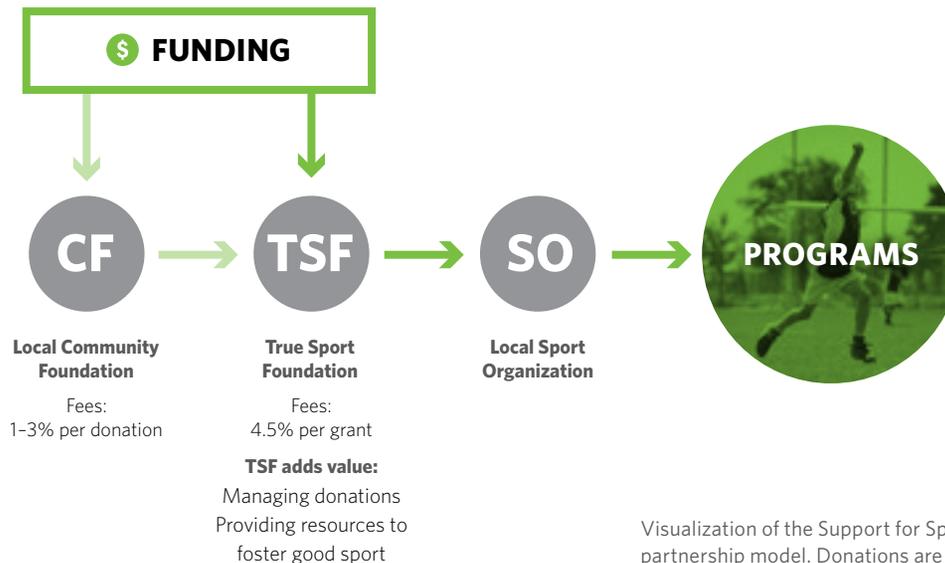
# SUPPORT FOR SPORT MODEL

Not all sport organizations are ready to establish an endowment and that is okay. In order to build towards long-term sustainable funding, a Support for Sport model can be a great place to start.

In contrast to endowments, Support for Sport funds are available for immediate use. Donations are made to True Sport Foundation and the sport organization can then apply for funds to support their sport. They are a useful tool for organizations that lack sufficient sources of capital, internal fundraising capacity and donor connections to create an endowment.

The True Sport Foundation is typically the lead partner in Support for Sport arrangements because they have a charitable mandate that enable granting to values-based sport programs. The True Sport Foundation charges a 4.5% fee per donation to account for the costs of receiving and disbursing the donations, issuing tax receipts, annual reporting, and Canada Revenue Agency compliance. This fee also ensures that the funded programs embrace the True Sport Principles.

Community foundations are usually only involved in specific Support for Sport partnerships that are likely to develop into a permanent endowment. Their fees can range from 1-5% per donation and are often capped at a maximum for larger gifts. Check with your local community foundation for their specific fees.



Visualization of the Support for Sport partnership model. Donations are made to either a local community foundation or the True Sport Foundation and re-granted to the sport organization.

## Pros:

- Easy starting place for new or growing sport organizations
- Attractive and direct service for smaller scale funders
- Provides immediate funding for programs

## Cons

- Doesn't directly build long-term funding
- Managing many smaller donations can be time consuming and costly
- Can encourage a cycle of short-term funding

## ADDITIONAL READING ABOUT FUNDING MODELS

[CFC Fund Development Tool](#) →

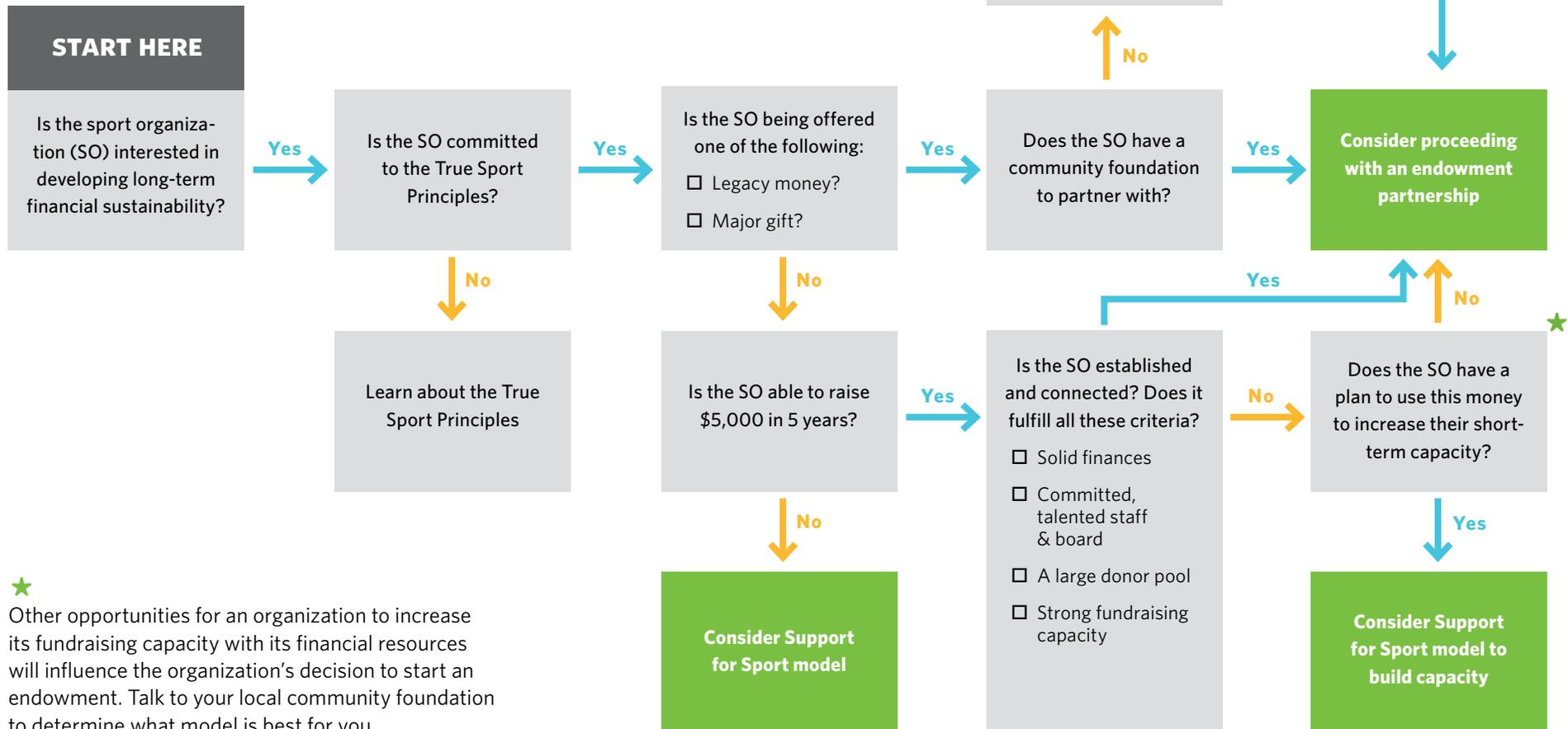
[The Chronicle of Philanthropy: Tips for starting a charity endowment from scratch](#) →

[Non-Profit Quarterly: Should Your Nonprofit Build an Endowment?](#) →

[Newman, Diana S. \(2005\). Nonprofit Essentials: Endowment Building](#) →

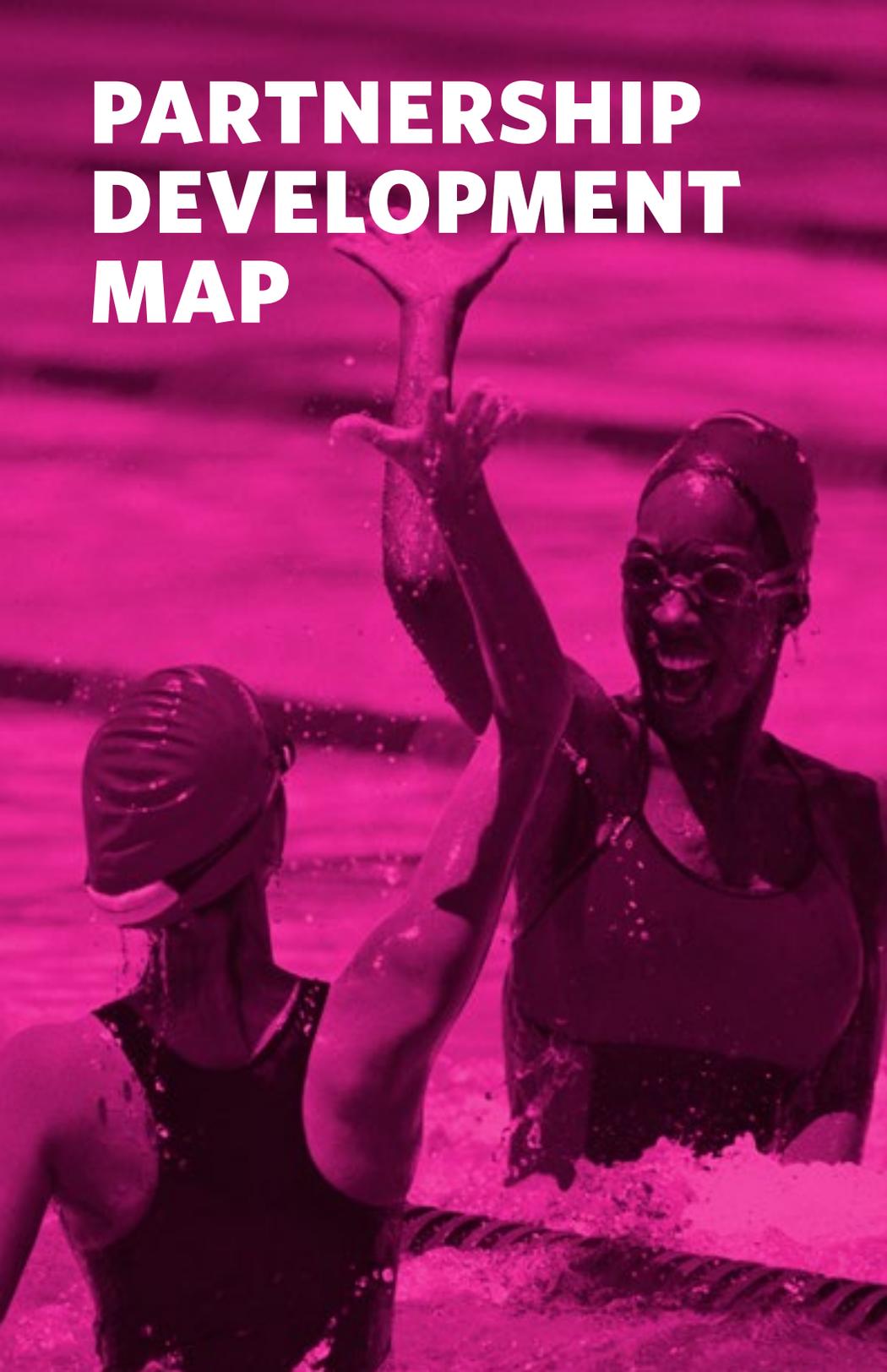
# DECISION TOOL

There are good reasons to establish an endowment, and good reasons to opt for the Support for Sport model. This resource will walk you through some of the key questions, and help you make an informed decision about how to proceed.



★ Other opportunities for an organization to increase its fundraising capacity with its financial resources will influence the organization’s decision to start an endowment. Talk to your local community foundation to determine what model is best for you.

# PARTNERSHIP DEVELOPMENT MAP



We all know the importance of a training plan when it comes to improving skills in sport. This same principle holds true when strengthening the funding of our sport organizations.

The Partnership Map outlines the steps and considerations for a sport organization to establish a successful partnership with a community foundation and the True Sport Foundation.

## BEFORE YOU BEGIN

- Have a prospective partner in mind
- Ensure your sport organization exemplifies the [True Sport Principles](#)

### Stages of partnership include:



- 1 Assessing the Fit of Potential Partners
- 2 Establishing Internal Buy-In
- 3 Selecting a Funding Model
- 4 Formalizing the Partnership
- 5 Outreach to Prospective Funders
- 6 Granting & Ongoing Maintenance

**Note:** For the complete list of links in the proceeding Supporting Resources sections, please visit: <http://communityfoundations.ca/resources/sportandphilanthropy> →

# 1. ASSESSING THE FIT OF POTENTIAL PARTNERS

## The first step to establishing a partnership is assessing the fit of the groups involved.

This means your sport organization should set up meetings with its local community foundation and/or the True Sport Foundation to understand each group's needs and objectives for the partnership, and to identify any diverging priorities or possible tensions. This stage is crucially important to avoid challenges and misunderstandings later on.

From here, groups can begin to cover the financial and administrative benefits and limitations of a specific partnership model (endowment or Support for Sport).



## PRO TIPS

- Understand the specific interests of potential partners. Is your sport organization interested in strengthening donor confidence, aligning with a community foundation, or seeking a way to receive donations? Make a list of goals and identify potential tensions that may arise.
- Reflect on the needs of the donors of a sport organization. For example, are they looking for a tax receipt for their donations?
- Ensure that the community foundation understands the value of sport for development and the partnership with the True Sport Foundation.
- Ensure the projects you want to work on are aligned with the charitable purpose of the True Sport Foundation.
- Clarify the financial considerations with the community foundation. Do they have minimum thresholds and a timeline for establishing an endowment? Are they able to accommodate a Support for Sport funding model? What are the costs/fees associated with the different models? Can the sport organization exit the partnership and “get their money back” in an endowment?
- When establishing the partnership timelines, identify the best time during the year to develop a partnership, taking into consideration your sport's cycle.

## TAKING THE NEXT STEP CHECKLIST

- Are all parties clear on the specific interests of each partner?
- Have you identified any potential tensions, risks or challenges?
- Do all groups understand the timelines, including busy and down times?

## SUPPORTING RESOURCES

[Endowment vs. Support for Sport Decision Tool](#) →

[True Sport Principles](#) →

[The True Sport Scorecard](#) →

*Helps sport organizations determine if they are living the True Sport Principles and see how effective they are in ensuring the Principles drive the sport experience.*

[The True Sport Story](#) →

[The True Sport Report](#) →

# 2. ESTABLISHING INTERNAL BUY-IN

**Once you've established each group's interest in the partnership, the next step is to build support with stakeholders inside your sport organization and with your funding partners.**

This requires conversations with members of your sport organization, including board members, volunteers, and others who will be impacted by the decision to initiate a partnership. It is critical that the executive director and board members of the sport organization are brought into the partnership plan because they will be responsible for its development and are ultimately responsible for signing the legal partnership documents. In addition, members and volunteers should understand and be supportive of the partnership because they will be better able to assist with fundraising and act as ambassadors of the partnership.

Change can be scary and initiating a funding partnership is a big step for many sport organizations. Clear communication early on will help address apprehension and ensure that everyone involved understands how their role and responsibilities might change with a partnership.



## PRO TIPS

- Create a stakeholder map identifying which groups to keep informed, actively engage, or monitor in the partnership process (see stakeholder management resource below).
- Use simple language to outline the partnership agreement so everyone has a full understanding.
- Delineate responsibilities in the partnership and make note of any changes to the job descriptions of the sport organization or foundation staff.
- Inform stakeholders about the timing and nature of support you will require. For members and volunteers, this is usually during the fundraising phase.
- Reflect on the initial reasons for starting the partnership: has anything changed as a result of the stakeholder conversations? Are there new interests that need to be accounted for?

## TAKING THE NEXT STEP CHECKLIST

- Do all stakeholders in your organization understand why the partnership is being established?
- Has your organization achieved buy-in from relevant stakeholders?

## SUPPORTING RESOURCES

[Outreach Templates](#) →

[Partnership Models](#) →

[Background & Partnership FAQ](#) →

[Stakeholder Management](#) →

# 3. SELECTING A FUNDING MODEL

## Sport organizations enter partnerships from different stages of organizational development.

Some are established pros with lots of fundraising experience, while others are just entering their rookie seasons, and are learning to attract donors for the first time.

Be honest about where your organization is situated along this spectrum, as a sport organization's financial stability and staff experience are key considerations when selecting the appropriate funding model.

While stage and capacity of the sport organization are important, the decision to start an endowment can be shaped by other factors such as whether the sport organization has received a major gift from a donor or legacy funding from a sporting event, and whether the sport organization has an entrepreneurial fundraising spirit.

Choosing a model doesn't mean that you can't do things differently later on. If your sport organization isn't ready to establish an endowment, a Support for Sport model can be a strategic method of building capacity in the short term, in preparation for a more substantial endowment in the future. For Support for Sport models, sport organizations can generally work directly with the True Sport Foundation.



### PRO TIPS

- Use the Endowment/Support for Sport Decision Tool to help determine your best approach.
- Review the [True Sport Principles](#) to understand the charitable purpose of the True Sport Foundation.
- Recruit volunteers with business experience in your organization's network to help evaluate the numbers. Discussing the finances and numbers of a partnership can be challenging, and particularly for groups without this kind of business experience.
- Scrutinize fee structure in each partnership model to ensure that all partners are using the model that is the most financially advantageous to their situation.
- Seek the council of an accountant to understand how the funding model might affect your accounts and taxes.

### TAKING THE NEXT STEP CHECKLIST

- Do all groups understand the cost/benefit and trade-offs of each model, including the fundraising threshold for an endowment?
- Is the sport organization confident they are prepared to proceed with an endowment?
- Have groups selected the appropriate model based on an informed decision?

### SUPPORTING RESOURCES

[Partnership Models](#) →

[Partnership Model Decision Tool](#) →

# 4. FORMALIZING THE PARTNERSHIP

## After establishing the appropriate funding model (endowment or Support for Sport), the next step is to formalize the partnership.

This means creating a legal agreement that outlines the terms of the partnership between your sport organization, community foundation and/or the True Sport Foundation.

The components of the agreement include:

- Project Scope and Timeline
- Strategic Alignment
- Responsibilities of Each Party
- Fee Structure

It is one thing to agree on the idea of a partnership and quite another to get clear on the details of it. Translating the details of the partnership into a written agreement can be a long process. The earlier groups invest in building understanding and trust, the easier it is to codify the partnership in a signed agreement that everyone will understand and support.



### PRO TIPS

- Summarize each group's objectives and needs under the agreement components listed to the left and identify any outstanding questions.
- Build your agreement from a template that will be provided by True Sport Foundation. This will help streamline the process and help avoid any oversights and missteps.
- Seek legal advice and support from the networks of your sport organization.
- Use simple language in your agreement to ensure that it is accessible to board members and staff of sport organizations that may lack formal partnership development experience.

### TAKING THE NEXT STEP CHECKLIST

- Do all groups understand the details of the agreement?
- Have groups sought appropriate legal and financial advice?
- Have both parties signed the partnership agreement?

### SUPPORTING RESOURCES

- [Sample Partnership Agreement \(Contact TSF\) →](#)
- [Agency Endowment Fund Development →](#)

# 5. OUTREACH TO PROSPECTIVE FUNDERS

**With your partnership established, you can kick off fundraising for the endowment or Support for Sport donations.**

The key part of this process is communicating why the organization is seeking funds. For endowments, donors will want to know why they're giving to an endowment instead of directly to the programs that will deliver immediate value with their dollars, so it is important to be prepared with clear and persuasive answers about the opportunities the endowment approach provides. It is also important to provide simple and concise information about the programs that will benefit from the Support for Sport donations.

Once this is clear, groups can develop fundraising strategies tailored to their partnership model. Despite similar principles, there are major differences between fundraising for an endowment and fundraising for Support for Sport donations. Understanding these differences will help groups improve their return on fundraising efforts. Community foundations with fundraising experience can help organizations understand complicated financial instruments that are used for endowment fundraising purposes.



## PRO TIPS

- Coordinate fundraising stewardship efforts. Clarify who reaches out to donors by consolidating donor lists into one shared resource. It can be damaging to the donors confidence if they are approached multiple times about the same initiative so try to avoid duplication.
- Delineate responsibilities clearly to determine who is responsible for following up with a donor after they've submitted a gift. This includes thank yous and issuing charitable tax receipts.
- Highlight important dates, including upcoming campaigns, events, tax calendars and grant reporting deadlines.
- Ensure all organizations understand grant reporting requirements.
- Review the mechanics for processing payments and following up with donors.

## TAKING THE NEXT STEP CHECKLIST

- Can your sport organization persuasively articulate the difference between fundraising for an endowment and Support for Sport if required?
- Does your sport organization have a tailored fundraising strategy?
- Are partners clear on their delegated fundraising responsibilities, including donor follow-up?
- Have all groups noted grant reporting requirements and timelines?

## SUPPORTING RESOURCES

- [Fund Development CFC Resource](#) →
- [Explaining the Funding Opportunity](#) →
- [Sample Grant Report \(Contact TSF\)](#) →

# 6. GRANTING & ONGOING MAINTENANCE

**Now it's time for all the hard work to pay off! With a partnership established and donations flowing, your next step is to do something with the money that you've raised.**

Start by referring to the initial objectives of the partnership and develop a strategy to direct resources to the priorities that fulfill your shared vision. Remember that all funding must advance initiatives that adhere to the True Sport Principles, regardless of whether or not the grants are a result of Support for Sport donations or the income generated by an endowment. Please note that the grants cannot be used to fund individual athletes or capital improvements. Sport organizations will be required to submit a grant report once a year to share learnings from their experiences and to report on the impact of the funding.

Just like rewatching the game footage to learn about your plays for next time, it's important to periodically review the partnership and discuss future improvements. In addition, it's worth checking in with your partners to identify if the partnership interests have shifted. If you are using a Support for Sport model, keep in mind that your ultimate objective should be to progress to an endowment when your organization is ready.



## PRO TIPS

- Develop a granting strategy based on the original rationale for establishing the partnership.
- Establish a measurement and storytelling strategy to evaluate the impact of the funding and tell donors a compelling narrative about where their dollars go.
- Agree upon a plan to periodically review the partnership. Discuss the administrative processes to identify inefficiencies, and assess whether delegation of responsibilities needs to change.
- Re-evaluate the type of partnership annually. If you're not already stewarding an endowment, is your sport organization now ready to start one?
- Discuss improvements to the partnership set-up process and share opportunities for improvement with the community foundation and/or the True Sport Foundation.

## TAKING THE NEXT STEP CHECKLIST

- Have groups established a granting strategy based on their objectives and the True Sport Principles?
- Do groups understand reporting requirements to the True Sport Foundation and community foundation?
- Do groups have a plan to collect and share stories and metrics for the grant reports and donor follow-up?
- Have partners made a plan to review the mechanics and partnership type periodically?

## SUPPORTING RESOURCES

- [ViaSport Communications Toolkit](#) →
- [Muskoka Community Foundation's Grant Application](#) →
- [Grant Template \(Contact TSF\)](#) →

# BACKGROUND & PARTNERSHIP FAQ



## **Why are community foundations and sport organizations establishing partnerships?**

Donors want to contribute to initiatives that improve social inclusion and healthy active living in communities across the country. Previously, there have been few effective mechanisms for donors to direct their resources to help sport organizations that are improving their communities.

With this partnership between sport organizations that adhere to the True Sport principles and local community foundations, donors now have a vehicle to donate to sport organizations and can be assured that their funding is supporting their community.

## **What are the True Sport Principles?**

The Principles are designed to help communities and organizations leverage the many benefits of sport. The True Sport Principles are: Go For It, Play Fair, Respect Others, Keep It Fun, Stay Healthy, Include Everyone and Give Back. You can learn more about the Principles on the [True Sport Foundation website](#) →

## **Do the sport organizations need to work with both the True Sport Foundation and their local community foundation?**

It depends. The endowment funding model requires a partnership between a sport organization and both a local community foundation and the True Sport Foundation. On the contrary, a Support for Sport model does not require a partnership with a community foundation; sport organizations can work directly with the True Sport Foundation to arrange a partnership.

Ultimately, the goal is for sport organizations to partner with the True Sport Foundation and their local community foundation to create an endowment, which will allow for a larger, and longer-term investment in sport in their community. The funding models are explained in more detail on the following page.

## What is the process for setting up a partnership between a community foundation and a sport organization?

The process begins with selecting a partner and from there, the typical stages that a group goes through include: (1) Assessing the fit of potential partners, (2) Establishing internal buy-in, (3) Selecting a funding model, (4) Formalizing the partnership, (5) Outreach to prospective funders, and (6) Granting and ongoing maintenance.

Even though it will be a collaborative partnership, it's important to note that the sport organization will need to take the lead role in setting up the partnership and subsequent fundraising. You can learn more about the process of developing a partnership with the [Partnership Development Map](#) →

## How do the financial aspects of a partnership work?

There are two different financial models available depending on the needs of the sport organization and the context of the community. For endowments, donations are made to the local community foundation to invest. The income of the endowment is then transferred to the True Sport Foundation to grant to the sport organization. For a Support for Sport model, donations are made to the True Sport Foundation directly to grant to the sport organization. You can get an overview of the flow of resources on [pages 5 & 6](#) →

## What is the difference between an endowment and a Support for Sport model?

An endowment is a permanent fund whose assets are invested to generate income. They can be an excellent way to establish long-term stable funding for an organization. Conversely, a Support for Sport model works by directing donors to the True Sport Foundation, which can disburse the funds to the sport organization for values-based sport programming.

You can learn more about the models and decide which one is right for you with the [Endowment vs. Support for Sport models](#) section.

## Is there an administrative fee and what does it cover?

All donations to the True Sport Foundation will be charged a 4.5% administrative fee. This fee covers all administration costs and ensures that all funds are disbursed in accordance with the charitable mission of the True Sport Foundation to advance the benefits of values-based and principle-driven sport in Canada.

Community foundations will charge a percentage of the money they are managing in an endowment, typically 1-2%. For Support for Sport models, community foundations will charge a percentage of each donation; this can range from 1-3.5%. It's important to discuss the fee structure during the partnership development process.

## Do sport organization partners need to become a True Sport member to receive the funding?

No, sport organizations are not required to join True Sport to establish an endowment or Support for Sport model, however, to be successful grant recipients, sport organizations will be asked to demonstrate that their programs are consistent with the True Sport Principles. Sport organizations are encouraged to learn more about True Sport, and may wish to join True Sport in the process.

## What can the funding be used for?

The funding can be used for a variety of purposes provided that they are advancing values-based and principle-driven sport in your community and are aligned with the True Sport Principles. They cannot be used to fund individual athletes or capital projects. Please consult with program staff at True Sport to discuss your project ideas and specific needs.

## My organization doesn't have legal experience setting up partnerships, are there supports available?

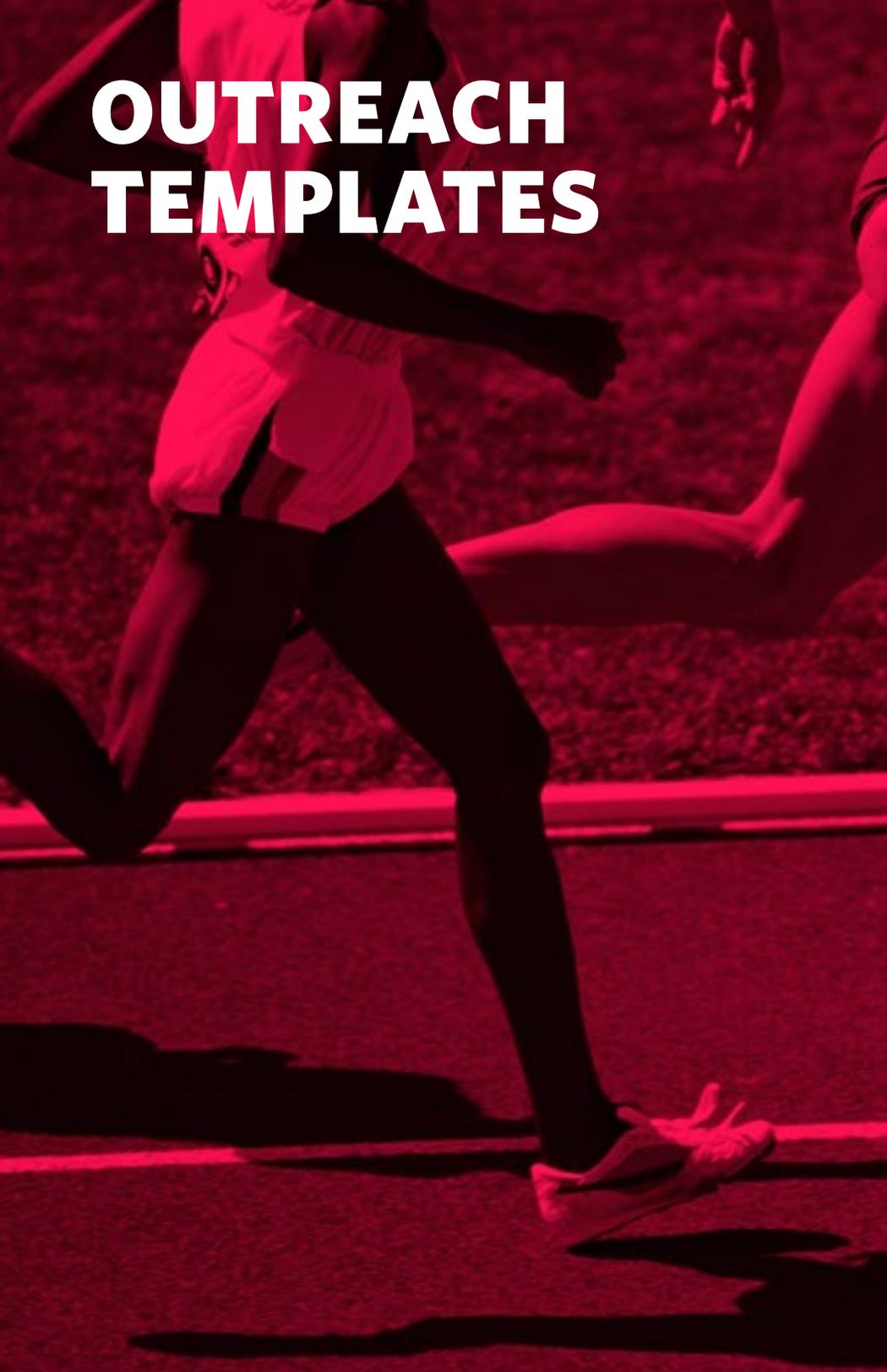
We encourage groups to reach out to their networks to recruit community members with legal and business experience to help advise during the partnership process. The True Sport Foundation can also provide sample legal agreements to help guide what the terms of a partnership look like. In order to ensure that there isn't a conflict of interest, community foundations and the True Sport Foundation are unable to connect you with legal supports directly.

## Are fundraising supports available?

Yes. To start, we've assembled [one-page documents](#) that explain the partnership and funding opportunity to donors. They've been written to allow local community foundations and/or sport organizations to insert their logo and information so that they can appeal directly to prospective donors in their community.

## How will the grants be reported on?

Organizations that are successful in receiving a grant will be required to submit a grant report once a year to the True Sport Foundation. This will ensure accountability of entrusted resources, to learn from your experiences and to report on the impact of the grants. A grant reporting template will be provided to sport organizations once a partnership has been established.



# OUTREACH TEMPLATES

The following two pages are fundraising outreach tools for sport organizations and community foundations to approach prospective donors. You can customize these templates for your organization.

# OUTREACH TEMPLATE FOR SPORT ORGANIZATIONS

[Editable Microsoft Word version of this template →](#)

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## Investing in sport is investing in our community.

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Whether it's cheering on a little league game from the sidelines, volunteering as a coach, or even playing ourselves, we all know how good it feels to be a part of a team. Sport's benefits are numerous: from improving our health and fitness, to increasing our sense of belonging, to making our community more inclusive and resilient.

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“**[Insert local statistic & quote about participation if available. Longer quote is acceptable in this section.]**”

—Participant's Name

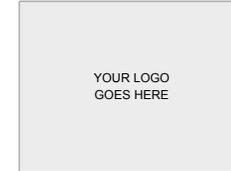
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It is hard to imagine our community thriving without sport. In fact, 85% of Canadians believe that sport participation builds stronger communities, and about 28% of adults and 50% of children participate in sport every year.

### The Challenge

While the average volunteer-run organization receives 49% of their funding from the government, sport organizations on average receive only 12%. In addition, sport organizations often find it difficult to demonstrate their value to potential grantees, and universal systems are not in place to support charitable investment in sport.

This is changing. The True Sport Principles, founded on the notion that good sport can make a great difference, are designed to help communities and organizations leverage the many benefits of sport. By adhering to the True Sport Principles, **[INSERT SPORT ORGANIZATION NAME]** can now ensure that a donation to sport is a donation to the broader community: instilling character in our children, strengthening their sense of belonging, and increasing their opportunities for excellence.



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### The Opportunity

The **[INSERT LOCAL SPORT ORGANIZATION]** and **[INSERT PARTNER FOUNDATION NAME(S)]** have partnered to create **[INSERT PROGRAM/FUND NAME]**, a program that supports values-based and principle-driven sport in our community. The program is currently seeking charitable donations from individuals and groups to foster initiatives that deliver on the True Sport Principles and strengthen our community.

### There are many ways to contribute

The **[INSERT SPORT ORGANIZATION]** and **[PARTNER FOUNDATION NAME]** can work with donors to help them achieve their charitable goals and invest financial capital into our community. The process of giving to **[INSERT PROGRAM/FUND NAME]** is easy and there are many ways to contribute, including monthly donations and setting up or contributing to an endowment. Whatever way you chose to give, your donation will be fully tax refundable because the **[INSERT PROGRAM NAME]** embraces the True Sport Principles and therefore qualifies for a charitable tax receipt.

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“**[Insert local testimonial quote from participant. Please tailor the quote to have a maximum of 4 lines for this text box.]**”

—Participant's Name

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If you are interested in learning more, speak with **[INSERT MANAGER'S NAME]** to find out about giving opportunities, and to select the type of giving that is right for you.

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**[Contact Name | Specific Position Title]**  
**[email@yourorganization.com]**  
**[Phone Number]**

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# OUTREACH TEMPLATE FOR COMMUNITY ORGANIZATIONS

[Editable Microsoft Word version of this template →](#)

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## Investing in sport is investing in our community.

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Whether it's cheering on a little league game from the sidelines, volunteering as a coach, or even playing ourselves, we all know how good it feels to be a part of a team. Sport's benefits are numerous: from improving our health and fitness, to increasing our sense of belonging, to making our community more inclusive and resilient.

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“**[Insert local statistic & quote about participation if available. Please tailor the text to have a maximum of 4 lines.]**”

—Participant's Name

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It is hard to imagine our community thriving without sport. In fact, 85% of Canadians believe that sport participation builds stronger communities and about 28% of adults and 50% of children participate in sport every year according to the True Sport Foundation. Yet according to the Sport and Belonging Vital Signs report, participation rates are declining, gender gaps continue, and many people are excluded from experiencing sport's positive contribution to community and individual vitality.

### The Challenge

While the average volunteer-run organization receives 49% of their funding from the government, sport organizations on average receive only 12%. In addition, sport organizations often find it difficult to demonstrate their value to potential grantees, and universal systems are not in place to support charitable investment in sport.

This is changing. The True Sport Principles, founded on the notion that good sport can make a great difference, are designed to help communities and organizations leverage the many benefits of sport. By working with organizations that adhere to the True Sport Principles, **[INSERT FOUNDATION NAME]** can now ensure that a donation to sport is a donation to our community: instilling character in our children, strengthening our sense of belonging, and increasing our opportunities for excellence.



### The Opportunity

The **[INSERT FOUNDATION NAME]** and **[INSERT LOCAL SPORT ORGANIZATION]** have partnered to create **[INSERT PROGRAM/FUND NAME]**, a program that supports values-based and principle-driven sport in our community. The program is currently seeking charitable donations from individuals and groups to foster initiatives that deliver on the True Sport Principles and strengthen our community.

### There are many ways to contribute

The **[INSERT FOUNDATION NAME]** works with donors to help them achieve their charitable goals and invest financial capital into our community. The process of giving to **[INSERT PROGRAM/FUND NAME]** is easy and there are many ways to contribute, including monthly donations and setting up or contributing to an endowment. Whatever way you chose to give, your donation will be fully tax refundable because the **[INSERT PROGRAM NAME]** embraces the True Sport principles, and therefore qualifies for a charitable tax receipt.

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“**[Insert local testimonial quote from participant. Please tailor the quote to have a maximum of 4 lines for this text box.]**”

—Participant's Name

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If you are interested in learning more, speak with **[INSERT MANAGER'S NAME]** to find out about giving opportunities, and to select the type of giving that is right for you.

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**[Contact Name | Specific Position Title]**  
**[email@yourorganization.com]**  
**[Phone Number]**

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[communityfoundations.ca](http://communityfoundations.ca)

Erin Kasungu  
Manager, Shared Value  
[ekasungu@communityfoundations.ca](mailto:ekasungu@communityfoundations.ca)

**TRUE  
SPORT**  
FOUNDATION

[truesportpur.ca](http://truesportpur.ca)

Liz Muldoon  
True Sport Project Coordinator  
[lmuldoon@truesport.ca](mailto:lmuldoon@truesport.ca)