

Municipal Opportunities for Physical Activity

2015 SURVEY OF PHYSICAL ACTIVITY OPPORTUNITIES IN CANADIAN COMMUNITIES



Source of funding for physical activity facilities and programs

The Canadian Fitness and Lifestyle Research Institute conducted the 2015 Survey of Physical Activity Opportunities in Canadian Communities which looked at factors associated with physical activity and sport at the local or community level. Municipal administrators (in communities with at least 1,000 residents) were asked about potential sources of funding for the provision of sport and physical activity facilities and programming. This research bulletin explores these sources in relation to community characteristics. Table 1 summarizes the percentage of communities which indicated a source of funding for facilities, programming, or both facilities and programming related to physical activity.

Community characteristics

In relation to sources of funding for *facilities only*, a greater proportion of administrators in communities in the West seek funding from federal government or agencies and provincial or

territorial governments, and a greater proportion of those in Ontario communities seek funding from provincial or territorial agencies. Administrators in Quebec are less likely to seek funding support for facilities from the federal government or agencies, but are more likely to indicate local business groups, industry or private companies.

Regarding funding for *programming only*, administrators located in Quebec communities are more likely to seek funding for federal government or agencies, provincial or territorial agencies, program participants, charitable organizations and foundations, and not-for-profit organizations, whereas those in Ontario are less likely to seek funding from program participants.

TABLE 1

Source of funding for physical activity facilities and programs

Source of funding	% of communities (≥1,000 residents) indicating sources of funding for:		
	Facilities	Programming	Both facilities and programming
Federal government or agency	48%	12%	40%
Provincial or territorial government	36%	12%	52%
Industry or private companies	36%	21%	43%
Provincial or territorial agency	30%	22%	48%
Local business groups or businesses (sponsors)	28%	29%	44%
Charitable organizations or foundations	21%	36%	42%
Not-for-profit organizations	18%	47%	35%
Program participants	14%	50%	36%

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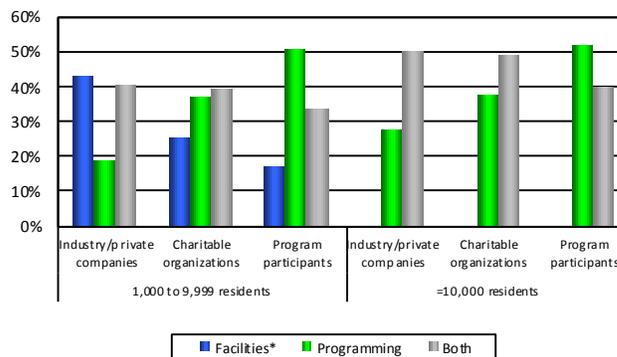
In terms of seeking funding for *both facilities* and *programming*, administrators in:

- the Atlantic and Ontario are more likely to indicate provincial or territorial governments;
- Ontario are more likely to indicate program participants, local business groups, not-for-profit organizations, and industry or private companies;
- Quebec are less likely to indicate charitable organizations or foundations and local businesses;
- the West are more likely to report charitable organizations and foundations.

Regarding sources of funding for *facilities only*, a greater proportion of administrators in larger communities (10,000 or more residents) indicate federal government or agencies as a source, whereas a greater proportion of administrators in smaller communities (1,000 to 9,999 residents) report local business groups and industry or private companies as possible sources of funding. In terms of sources of funding for *programs only*, administrators in larger communities are more likely to seek funding from not-for-profit organizations or industry or private companies, compared to smaller communities. Regarding funding sources for *both facilities* and *programming*, a greater proportion of administrators larger communities seek funding from program participants, charitable organizations and foundations, not-for-profit organizations, local business groups, and industry or private companies compared to those in smaller communities.

FIGURE 1

Sources of funding for facilities or programming by community size



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