



Sport for Good.

A passion for sport is one of the things that defines us as Canadians.

It produces moments of unbridled enthusiasm and pure national pride.

It gets us outdoors on brisk winter days and brings us together like few other things can.

Sport is good but, in some ways, we're only scratching the surface.

When we think about sport *for* good, the possibilities are endless.

A Shining Example

Consider the **Night Hoops** program. For almost 20 years, more than 4,500 vulnerable and marginalized youth in the Vancouver area have enjoyed a late-night basketball league. It's an opportunity for at-risk teens to be involved in something positive in their community, to be off the streets and part of a team.

Since 1996, the program has opened its doors to any teenager who wants to get involved, many of whom have never had the chance to participate in organized sport. There are no gender, skill or economic barriers, no try-outs and no fees. The players are a diverse mix, including First Nations, first-generation Chinese immigrants and African refugees. They all come together in the same gym.

And Night Hoops is about much more than playing the game. It's a crime prevention and life skills program. Activities go way beyond league play to include weekly workshops covering topics like cyber bullying, career options, drug use, financial management and nutrition. Hundreds of players have grown into leadership roles as coaches and organizers, and many others have gone onto careers in policing, social work and education.

Night Hoops is a shining example of what's possible. It has made a significant impact in reducing youth delinquency in various communities around the Lower Mainland of B.C. There are hundreds of organizations, big and small, using sport for good to improve people's lives in communities across the country.



SPORT MATTERS 
Where Canadian sport connects

SPORT est IMPORTANT 
où le sport canadien se relie

www.sportmatters.ca



Sport for Development

Commonly referred to as **“sport for development”**, these programs give us a sense of purpose; they get people of all ages and backgrounds involved in their communities by creating places to meet and interact; they teach essential life skills and boost self-confidence; they increase school attendance while decreasing youth crime and suicide rates; and they reduce the risks of dementia and depression.

The Canadian Sport Policy talks about sport **“as a tool for social and economic development, and the promotion of positive values at home and abroad.”** This policy, approved by the federal and provincial/territorial governments, promotes the many opportunities within Canada to use sport to build communities, foster greater respect and tolerance, and help new Canadians feel a real sense of belonging.

As the **October 19th federal election** approaches, you have a rare opportunity to push the political parties and your local candidates for commitments on specific investments in sport for development – investments that intentionally take advantage of the myriad ways in which sport can improve quality of life in Canada.

It's time to ACT ... ask your candidates:

Will you ensure that your party invests in the intentional use of sport for good?



SPORT MATTERS 
Where Canadian sport connects

SPORT est IMPORTANT 
où le sport canadien se relie

www.sportmatters.ca