

Impacts of COVID-19 on Local Sports Organizations

Nationwide Survey Results

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Developed in consultation with
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Photo: BC Adaptive Snow Sports

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**1,300 organizations
responded, representing
almost 4 million members**



99% are affected by COVID

65% clubs can't access CEF funding

**21% may not recover without
emergency support**



Sport for Life

EXECUTIVE SUMMARY

This report outlines the findings of the nationwide Impacts of COVID-19 on Local Sports Organizations survey that Sport for Life conducted between May 19 and June 5, 2020, based on Sport Calgary's recent survey. The data collected from 1,300 respondents representing nearly 4 million members and more than 56 sports, informs governments of the operational and financial impacts the pandemic has had on sports organizations.

These organizations, which represent about 4% of the sport sector across Canada, collectively employ roughly 14,500 employees so their viability could affect more than 350,000 jobs significantly impacting Canada's unemployment rate.

99% of sport organizations are affected by COVID-19 while 65% of clubs and associations cannot access Canadian emergency funding initiatives. As many as 21% may not recover without emergency support, resulting in less opportunities for sport. We know that this will especially impact lower socio-economic families.

79% of organizations are servicing our youth. Over 50% will be impacted into 2021.

The organizations have a decreased revenue from registration fees, sale of goods, fundraising, sponsorships, as well as numerous other impacts. Most organizations are trying to adjust their fixed and variable operating costs to survive. Summer camps may not run this year as a result of COVID-19, impacting parents' ability to return to work.

30% of the organizations need only a small amount of emergency funding – less than \$20,000 – to help them with COVID-19 inflicted challenges. However, others need more support – 31% need \$20,000 to \$100,000, while 11% need more than \$100,000 to maintain operations.

In these turbulent times, sport can build communities, break down barriers and develop resilient people. Sport organizations are working hard to provide much needed opportunities for children to thrive and for adults to stay healthy. However, due to COVID-19, they need help.

Sport for Life would like to sincerely thank Sport Calgary for allowing us to use and disseminate this survey to local sports organizations nationwide.

Richard Way

Chief Executive Officer, Sport for Life Society

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PROVINCIAL/TERRITORIAL JURISDICTION

- All provinces and territories are represented in the 1,300 survey responses
- Alberta accounts for the greatest number of survey responses (370), in part due to the survey being independently conducted in 5 jurisdictions

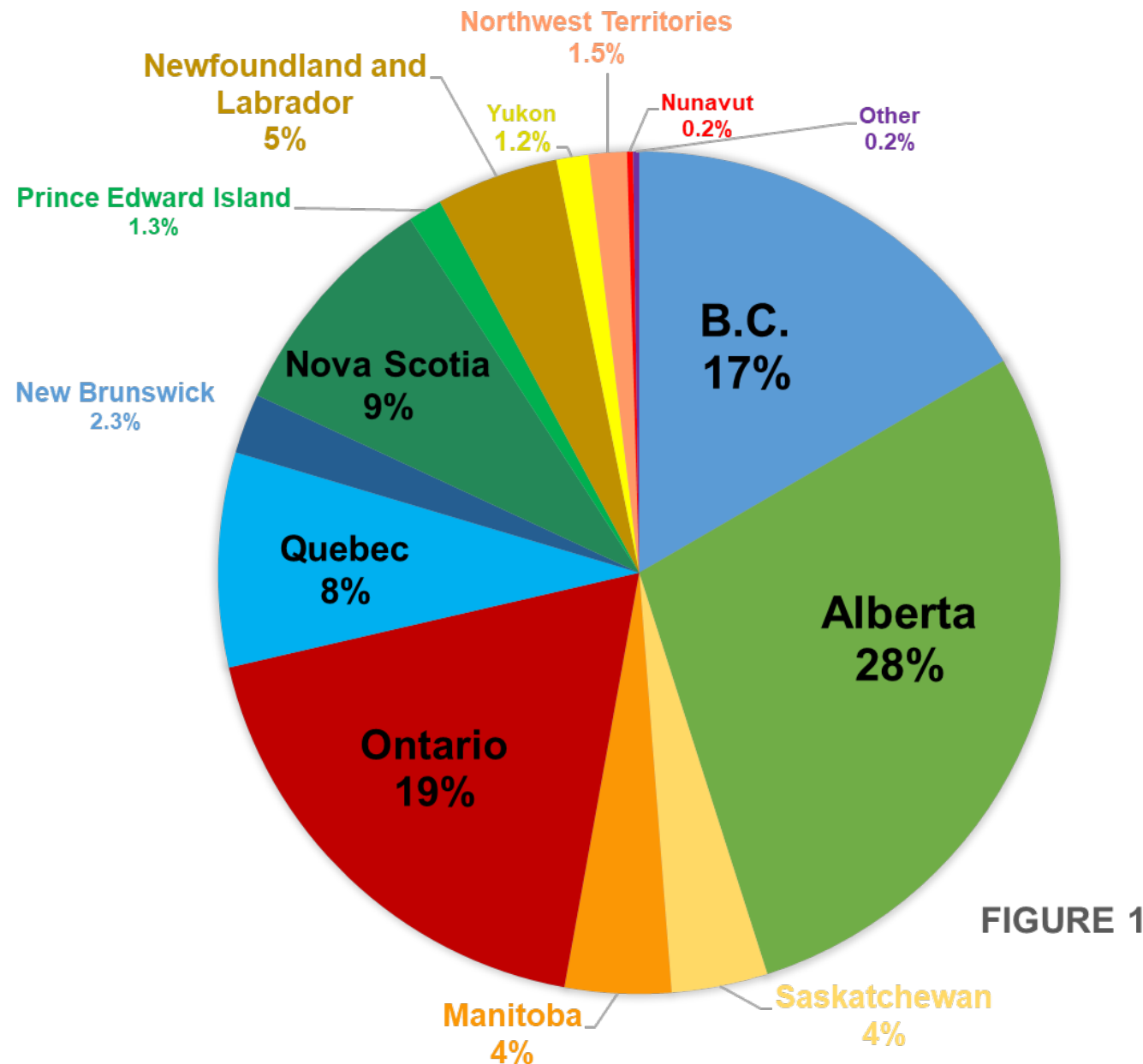
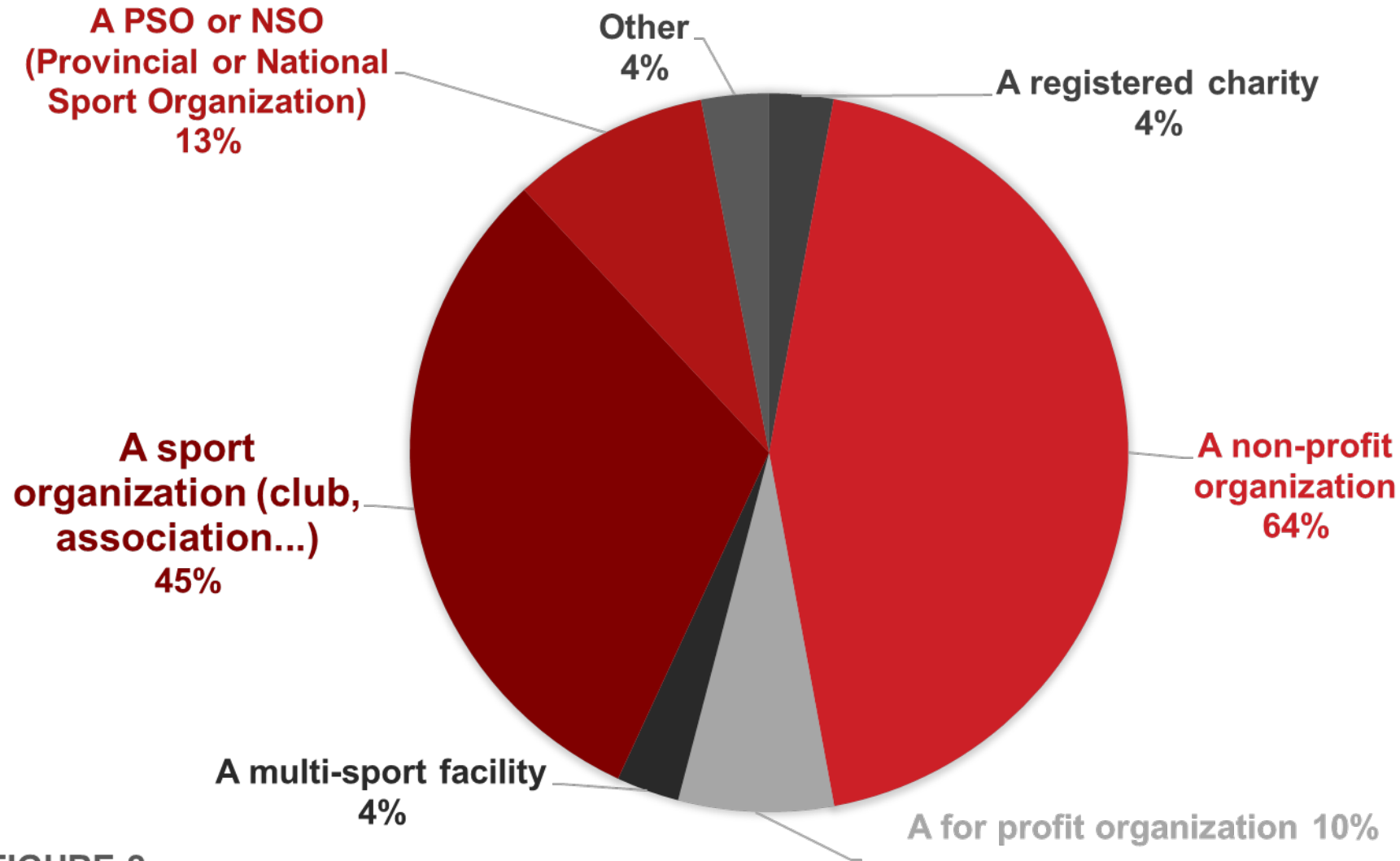


FIGURE 1

ORGANIZATION PROFILE



- Survey respondents indicated all (multiple) applicable ways to classify their organization
- 2/3rds are non-profits

FIGURE 2

56 + SPORTS RESPONDED

Sport	%	Sport	%	Sport	%	Sport	%
Curling	8.8%	Archery	2.7%	Cross Country Skiing	0.8%	Tennis	0.4%
Multisport	6.1%	Athletics	2.6%	Cycling	0.8%	Squash	0.3%
Soccer	5.9%	Badminton	2.3%	Wrestling	0.8%	Broomball	0.2%
Other	5.8%	Football	2.1%	Judo	0.7%	Cricket	0.2%
Ice Hockey	5.6%	Volleyball	2.1%	Sailing	0.7%	Fencing	0.2%
Basketball	5.2%	Lacrosse	2.0%	Swimming - Artistic	0.7%	Golf	0.2%
Baseball	5.0%	Figure Skating	1.6%	Wheelchair Basketball	0.7%	Biathlon	0.1%
Softball	4.4%	Alpine Skiing	1.5%	Table Tennis	0.5%	Boccia	0.1%
Boxing	4.1%	Canoe and Kayak	1.5%	Taekwondo	0.5%	Bowling – 5 & 10 Pin	0.1%
Karate	3.3%	Rowing	1.3%	Triathlon	0.5%	Skateboard	0.1%
Gymnastics	3.1%	Field Hockey	1.2%	Climbing	0.4%	Surf	0.1%
Swimming	3.0%	Speedskating	1.1%	Diving	0.4%	Water Polo	0.1%
Rugby	2.8%	Equestrian	1.0%	Lawn Bowls	0.4%	Water Ski & Wakeboard	0.1%
Ringette	2.8%	Snowboard	0.9%	Shooting	0.4%	Weightlifting	0.1%

(S4L data only)

FIGURE 3

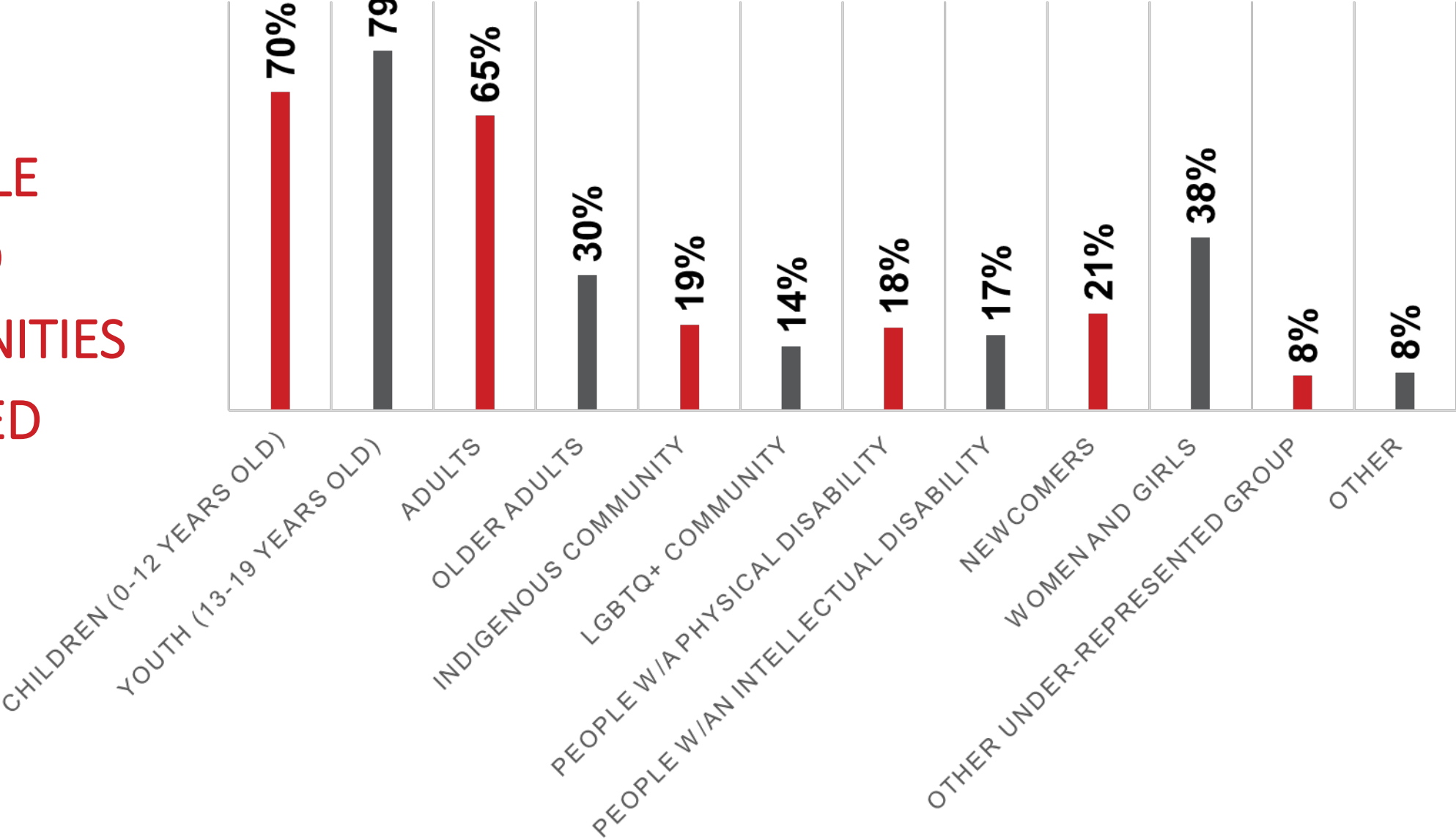
SPORT DISTRIBUTION OF SURVEY RESPONDENTS

- **Curling, Multisport and Soccer** represent the largest percentages of survey respondents, accounting collectively for **21%** of the 1,018 respondents of Sport for Life's nationwide *Impacts of COVID-19 on Local Sports Organizations* survey
- **Ice Hockey, Basketball, Baseball and Softball** collectively accounted for **20%**
- **Boxing, Karate, Gymnastics and Swimming** accounted for **13%**

**Data from the 5 Alberta jurisdictions (Calgary, Edmonton, Medicine Hat, Grande Prairie and Lethbridge) did not indicate the sport respondents are involved in.*

PEOPLE
AND
COMMUNITIES
SERVED

FIGURE 4



ORGANIZATIONAL OPERATIONS

99% of respondents' organizations have been affected by COVID-19

- 73% of respondents said their organization has been temporarily closed
- 24% reported their organization to be operating but with modification

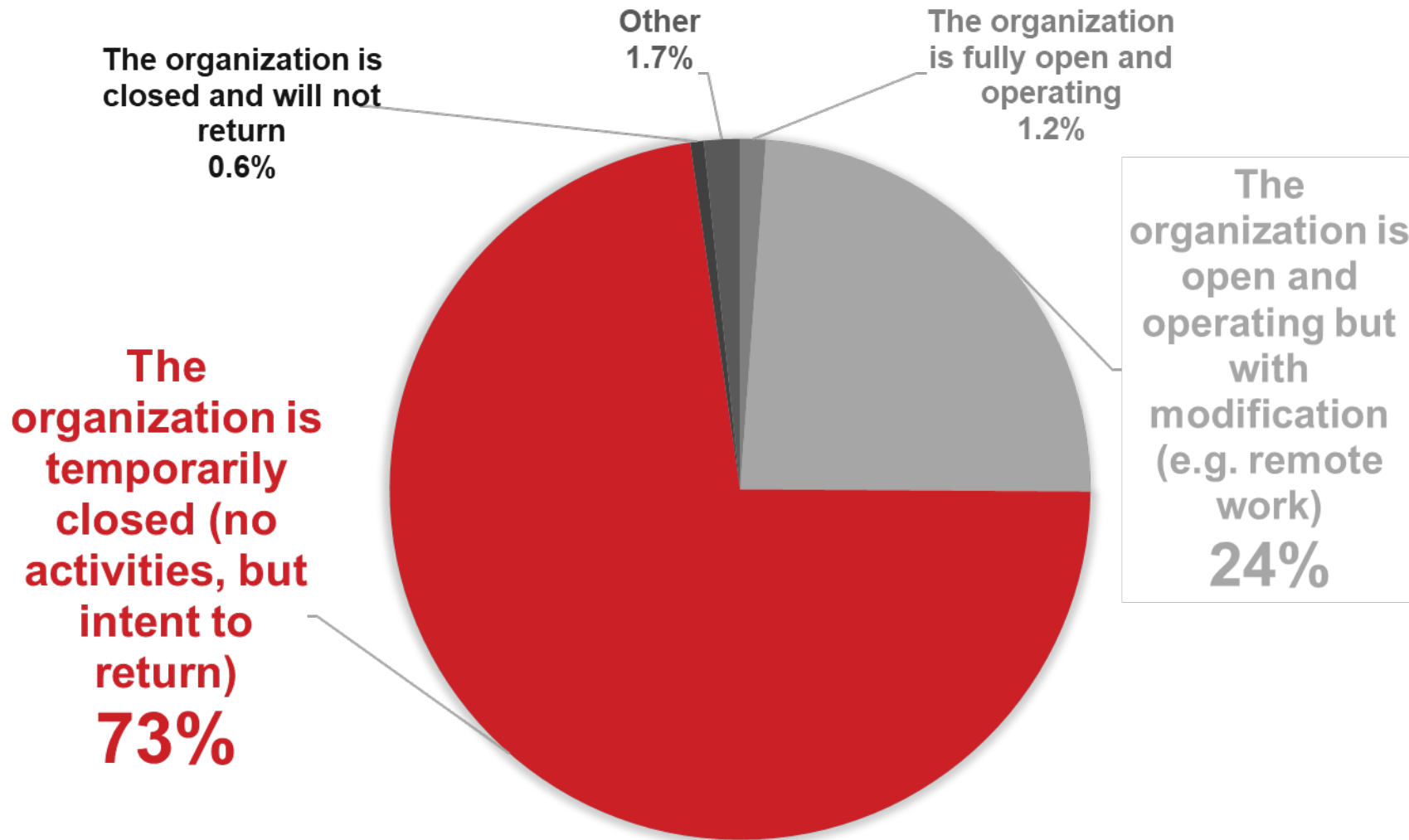


FIGURE 5

ANTICIPATED DURATION OF IMPACTS OF COVID-19

Over 50% will be impacted into 2021

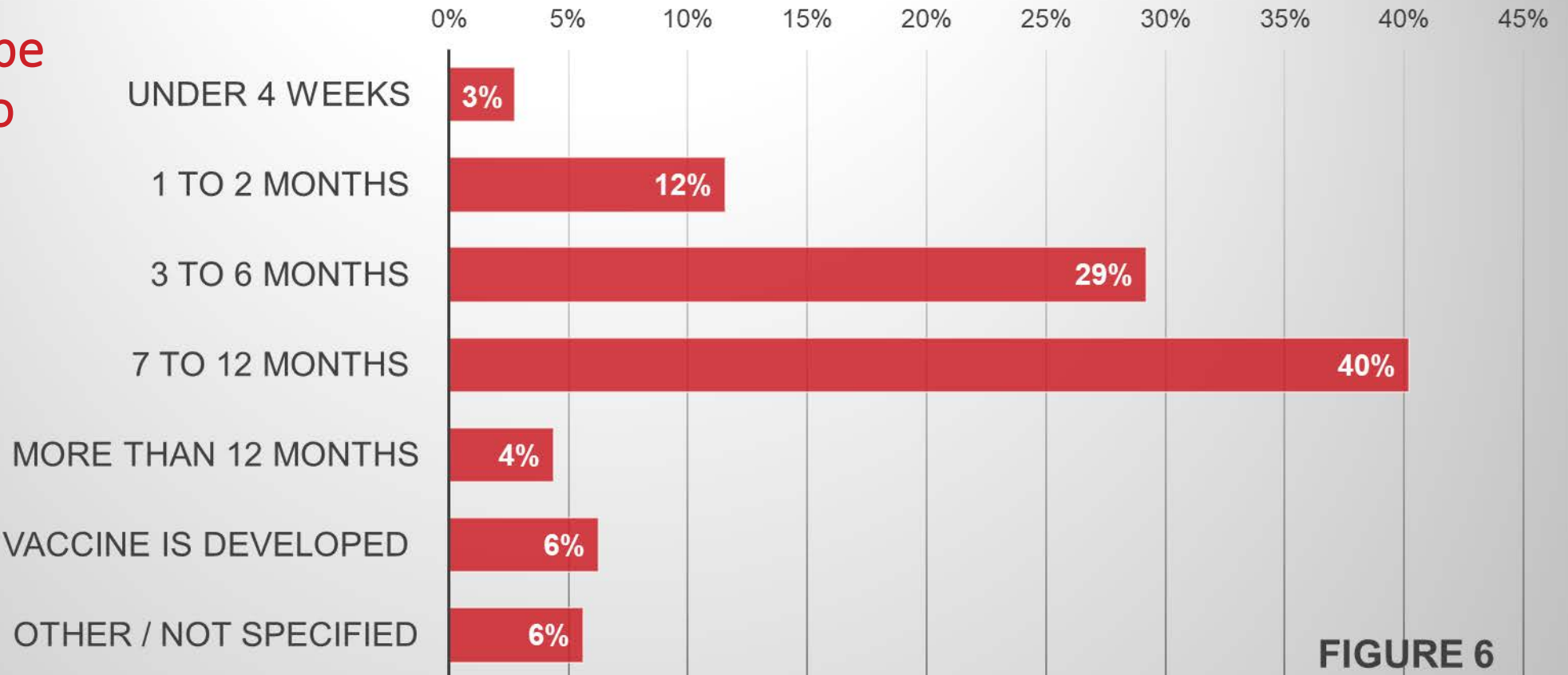


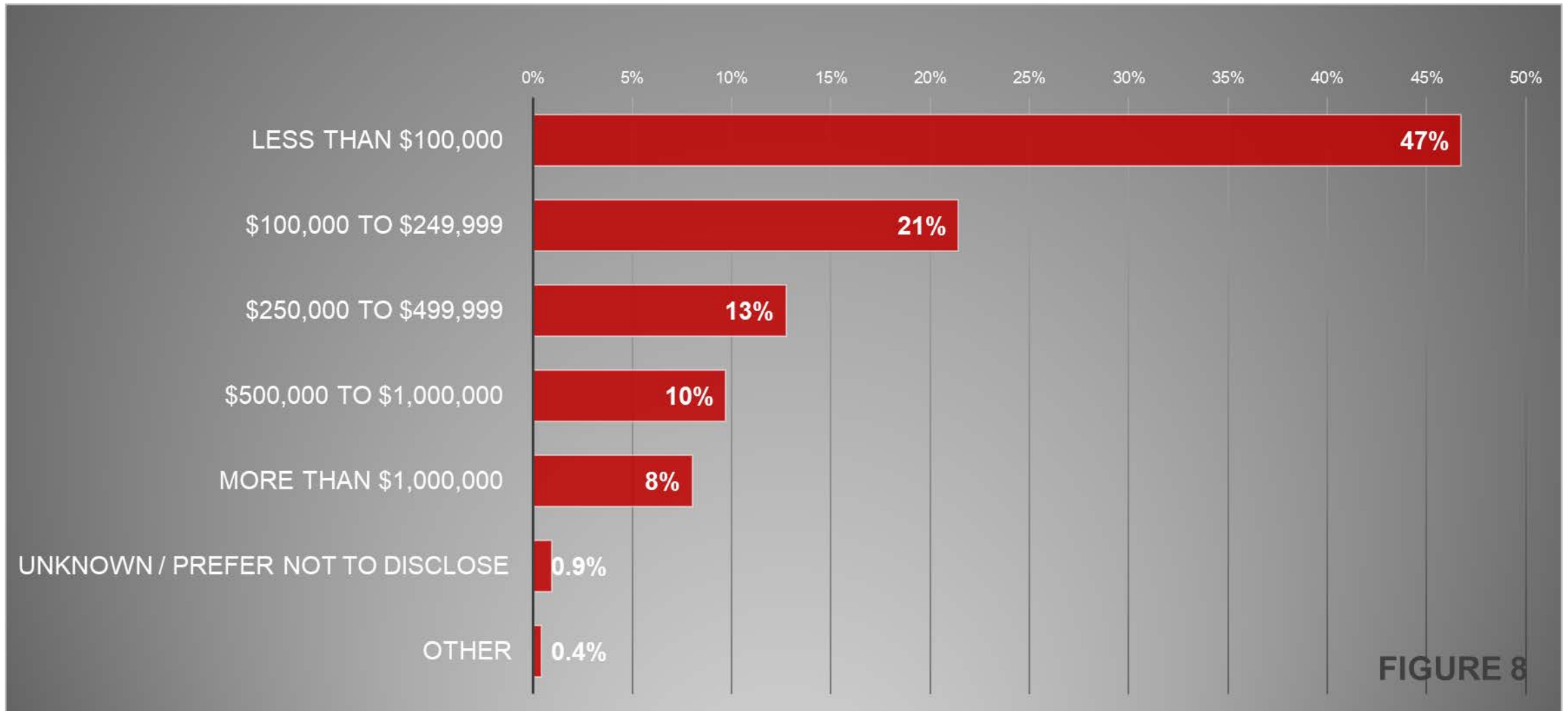
FIGURE 6

FINANCIAL IMPACTS OF COVID-19

<p>Other financial impacts respondents indicated include:</p> <ul style="list-style-type: none"> Decreased revenue due to cancelled activities, programs and competition events Decreased revenue due to facility closures 		Current	Expected before July 1, 2020	Expected after July 1, 2020
	Decreased revenue from sales of goods (e.g. food, clothing, etc.)	52%	25%	32%
	Decreased revenue from registration/participation fees	70%	36%	50%
	Decreased revenue from fundraising	55%	25%	37%
	Decreased revenue from grants	37%	15%	26%
	Decreased revenue from sponsorship	48%	22%	37%

FIGURE 7

ORGANIZATIONS' ANNUAL OPERATING BUDGETS



COVID ADJUSTMENTS - FIXED AND VARIABLE OPERATING COSTS

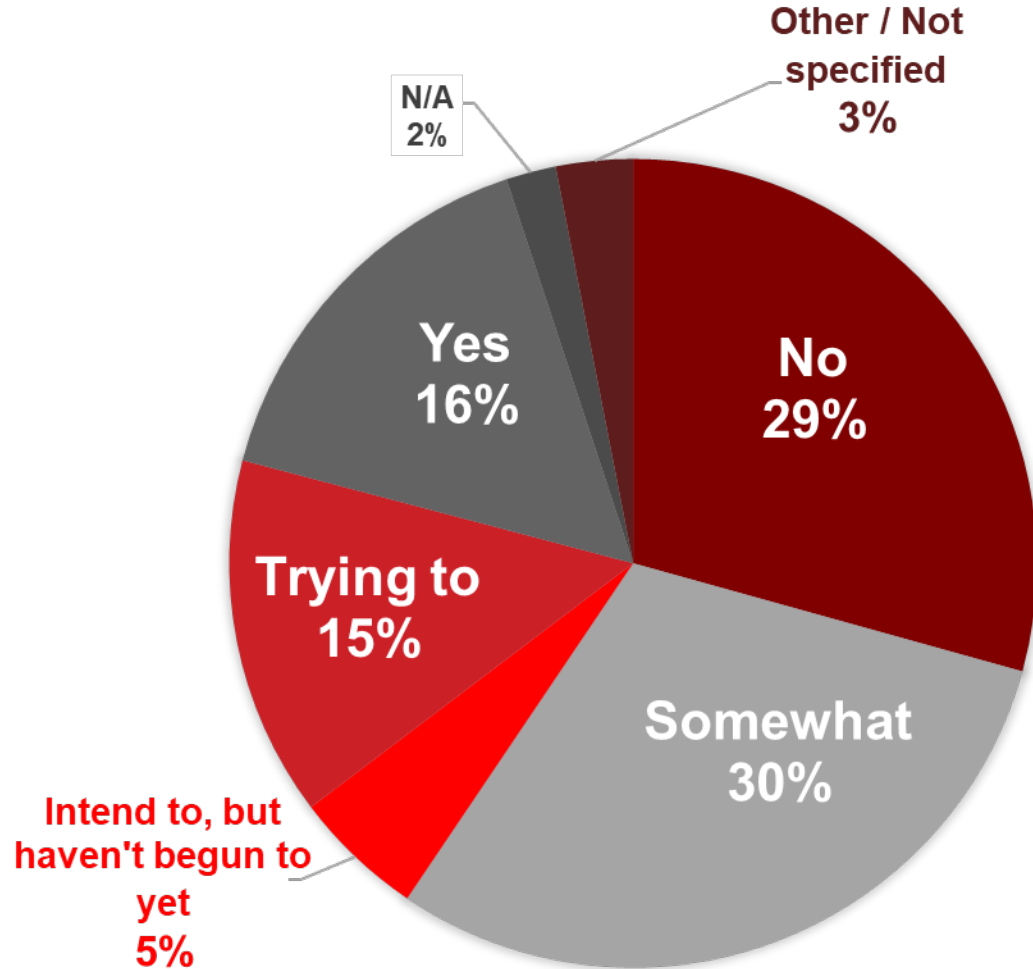


FIGURE 9: FIXED COSTS

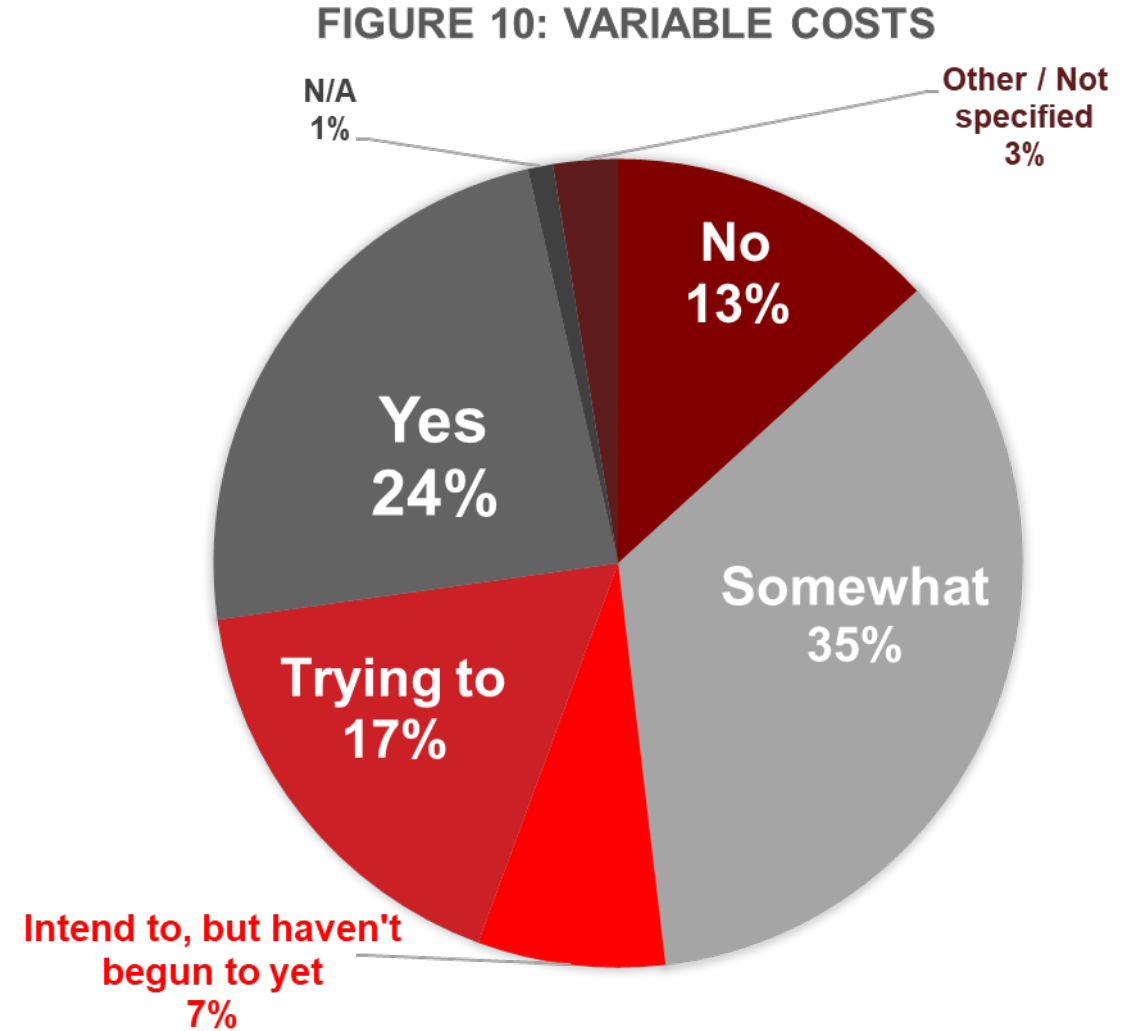
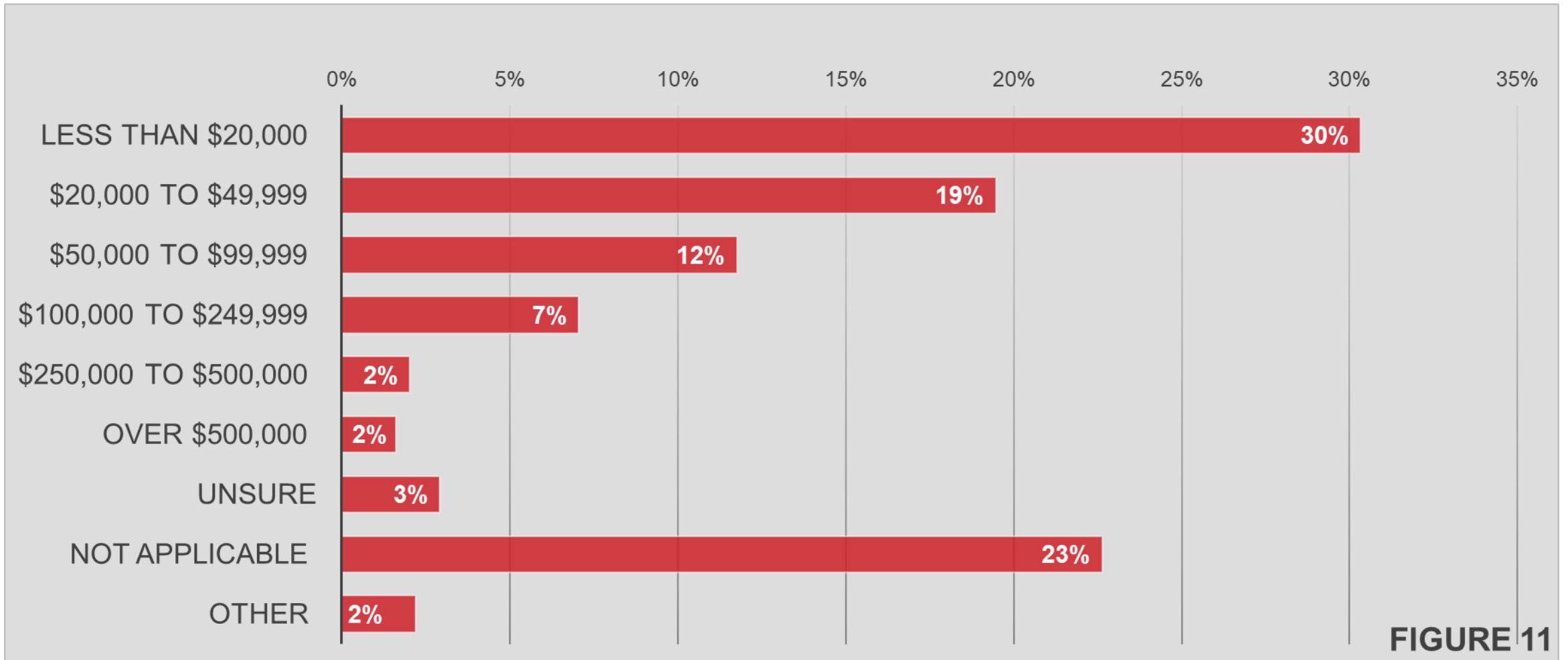


FIGURE 10: VARIABLE COSTS

EMERGENCY FUNDING NEEDED TO MAINTAIN OPERATIONS



FIXED/VARIABLE COSTS AND EMERGENCY FUNDS NEEDED

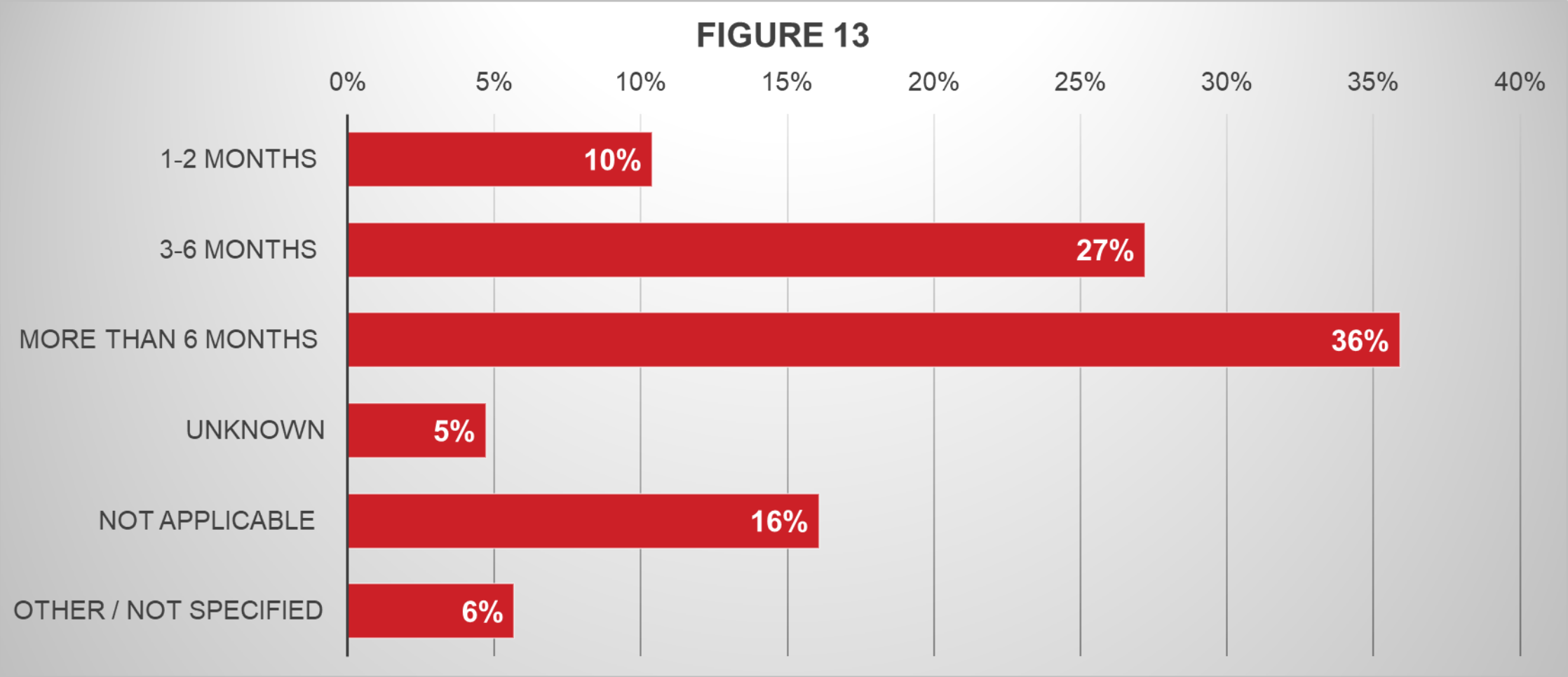
- Figure 8 demonstrates, the majority of survey respondents operate with annual budgets under \$100,000
- Figure 9 shows that 79% of survey respondents have not been fully able to reduce their fixed operating costs
- Figure 10 shows that 72.8% of survey respondents have not been fully able to reduce their variable operating costs
- As demonstrated in Figure 11, most survey respondents indicated their organization would require less than \$20,000 in emergency funding to maintain operations and meet the demand for services, whereas 11% of survey respondents would require more than \$100,000 to offset the impacts of COVID-19 on their organization's operations costs



WHAT ORGANIZATIONS NEED BEYOND FUNDING

FIGURE 12

ORGANIZATIONAL SUSTAINABILITY IN CURRENT CONDITIONS

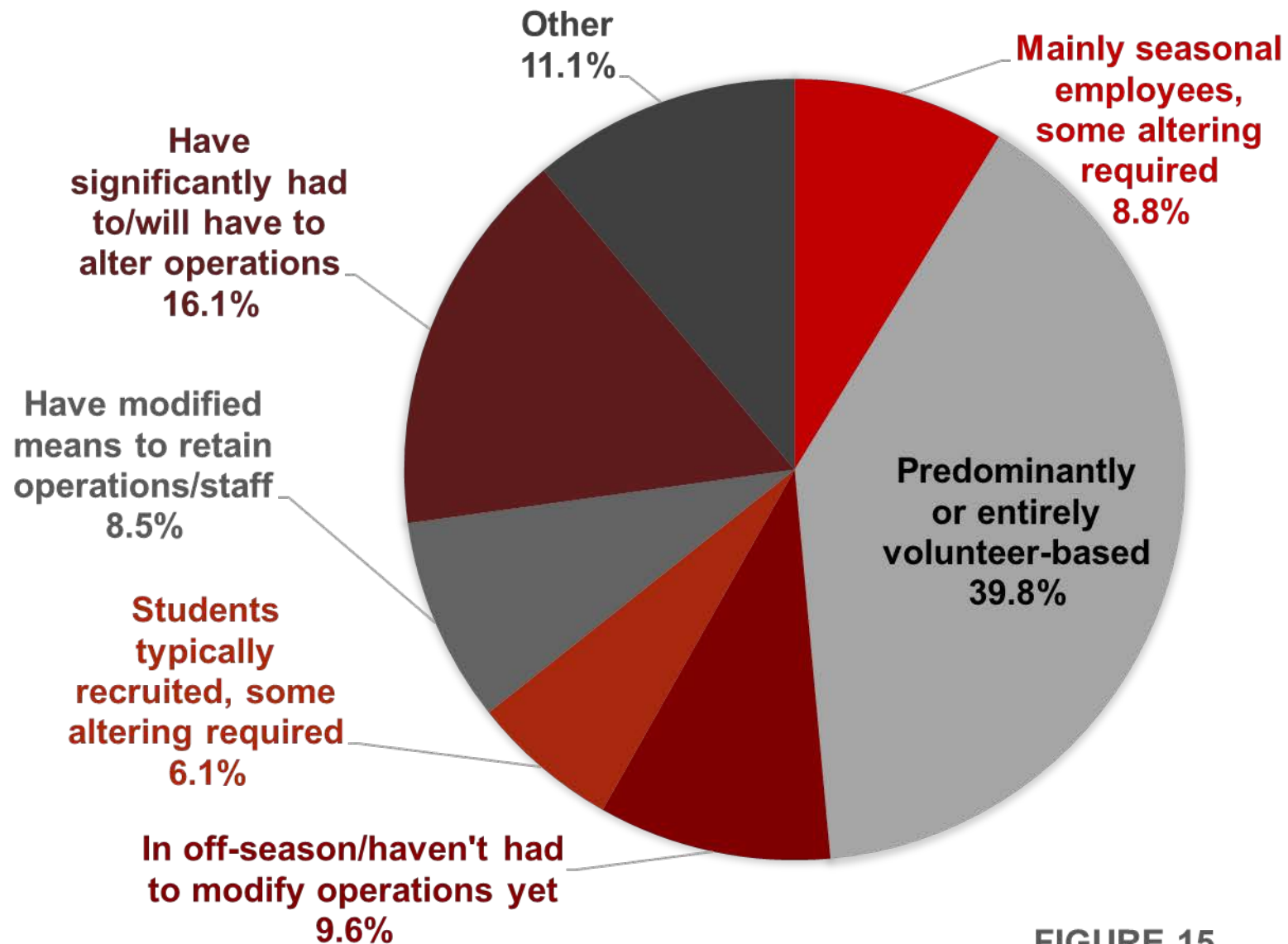


NUMBER OF PAID EMPLOYEES IN THE ORGANIZATIONS

# of Paid Employees	Full time	Part Time	Contract	Others
	%	%	%	%
1-4	25.8%	18.7%	15.8%	2.9%
5-9	5.6%	6.3%	5.1%	2.5%
10-24	2.5%	5.8%	3.9%	2.2%
25-49	0.8%	2.2%	1.4%	1.6%
50-99	0.7%	1.5%	0.5%	1.8%
100-249	0.5%	0.3%	0.2%	1.4%
250+	0.2%	0.1%	0.1%	1.6%

1,300 ORGANIZATIONS HAVE ~14,500 EMPLOYEES !

FIGURE 14



TYPICAL EMPLOYEE DEMOGRAPHICS

FIGURE 15

EMPLOYEE LAYOFFS AND REHIRING BASED ON CURRENT FUNDING



EMPLOYEE LAYOFFS AND REHIRING BASED ON CURRENT FUNDING

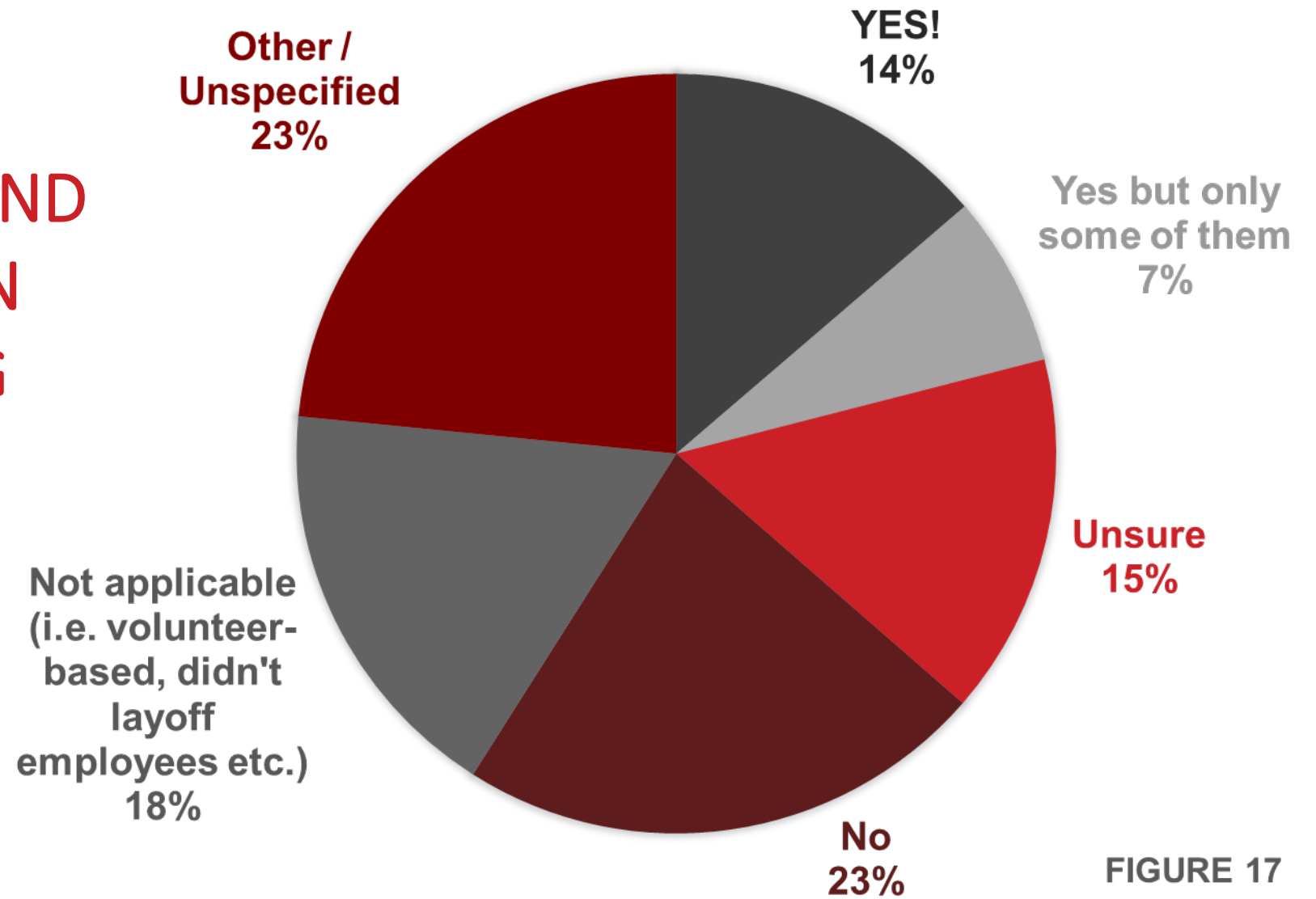


FIGURE 17

EMPLOYEES AND CURRENT EMERGENCY FUNDING INITIATIVES

- As Figure 14 demonstrates, the majority of survey respondents indicated having between 1 and 4 staff, either full time, part time, contract, others, or a combination
- On average, 36% of respondents reported having 0 staff (either full time, part time, contract and/or others) and 56% indicated “Not applicable” for one or multiple employee ranges
- 40% of survey respondents explained they’re predominantly or entirely volunteer-based and as such, do not qualify for the current provincial and federal emergency initiatives
- Figure 16 also suggests many local sports organizations are volunteer-based, with 53% of survey respondents indicating they have not laid off staff because they don’t have any paid employees
- 66% of organizations with employees have or will be laying off staff
- As shown in Figure 17, only 21% know they can hire staff back based on current federal or provincial COVID emergency funding

Use of Federal and Provincial Emergency Initiatives	Yes	Not yet, but going to	No	Not eligible
	%	%	%	%
Work sharing program extension	3%	4%	37%	40%
Canada Emergency Wage Subsidy (10%)	10%	5%	32%	39%
Canada Emergency Wage Subsidy (75%)	17%	9%	26%	39%
Business Credit Availability Program	10%	7%	31%	38%
Flexibility to pay income tax	5%	6%	37%	36%
Deferral of Sales Tax Remittance and Customs Duty Payments	5%	5%	37%	37%
Emergency isolation support	3%	2%	39%	38%
Federal Emergency Sport Funding	4%	13%	26%	25%

FIGURE 18

SUMMER CAMPS

92% that run summer camps may not or will not run them this year as a result of COVID-19

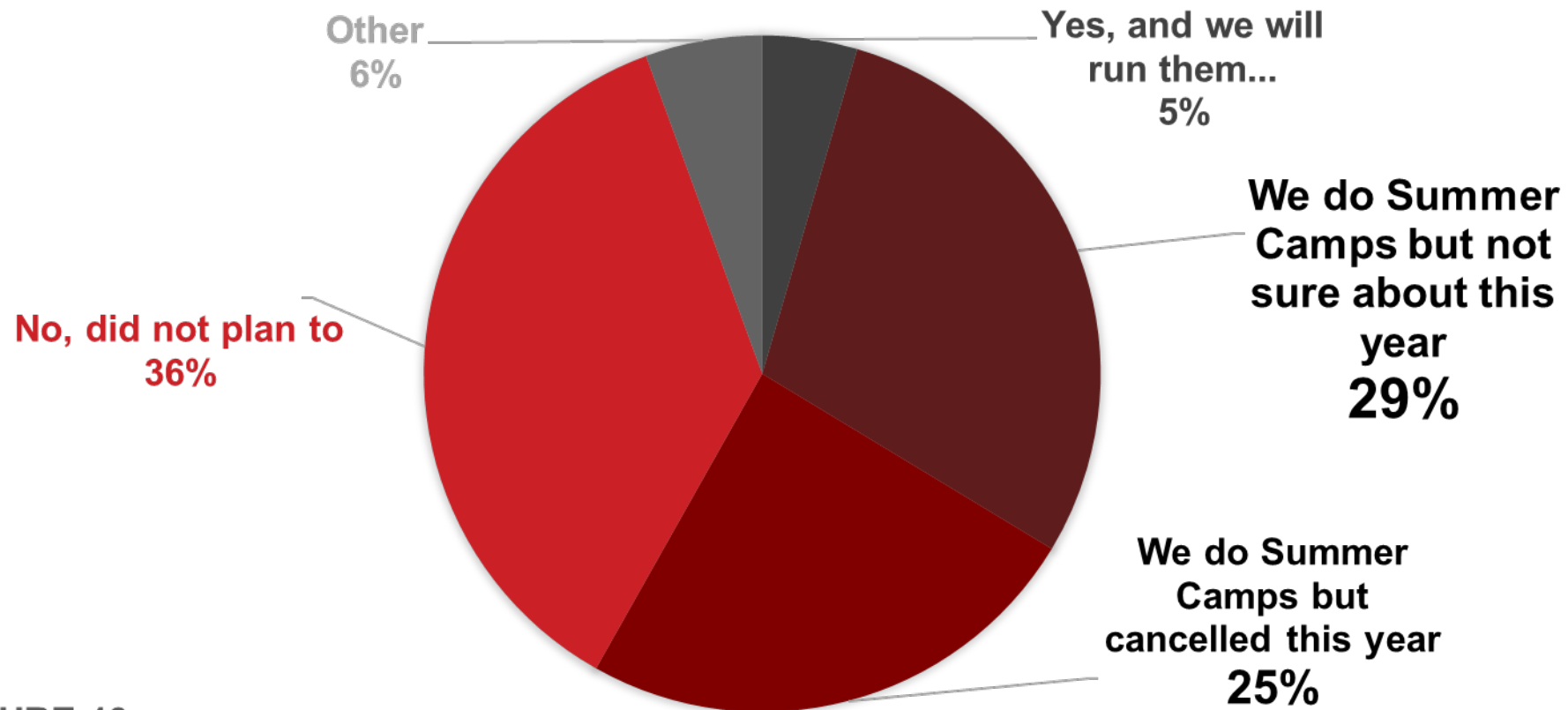


FIGURE 19

CANADA SUMMER JOBS 2020

- The majority of survey respondents indicated their organization has not applied for Canada Summer Jobs Grants this year, as demonstrated in Figure 20

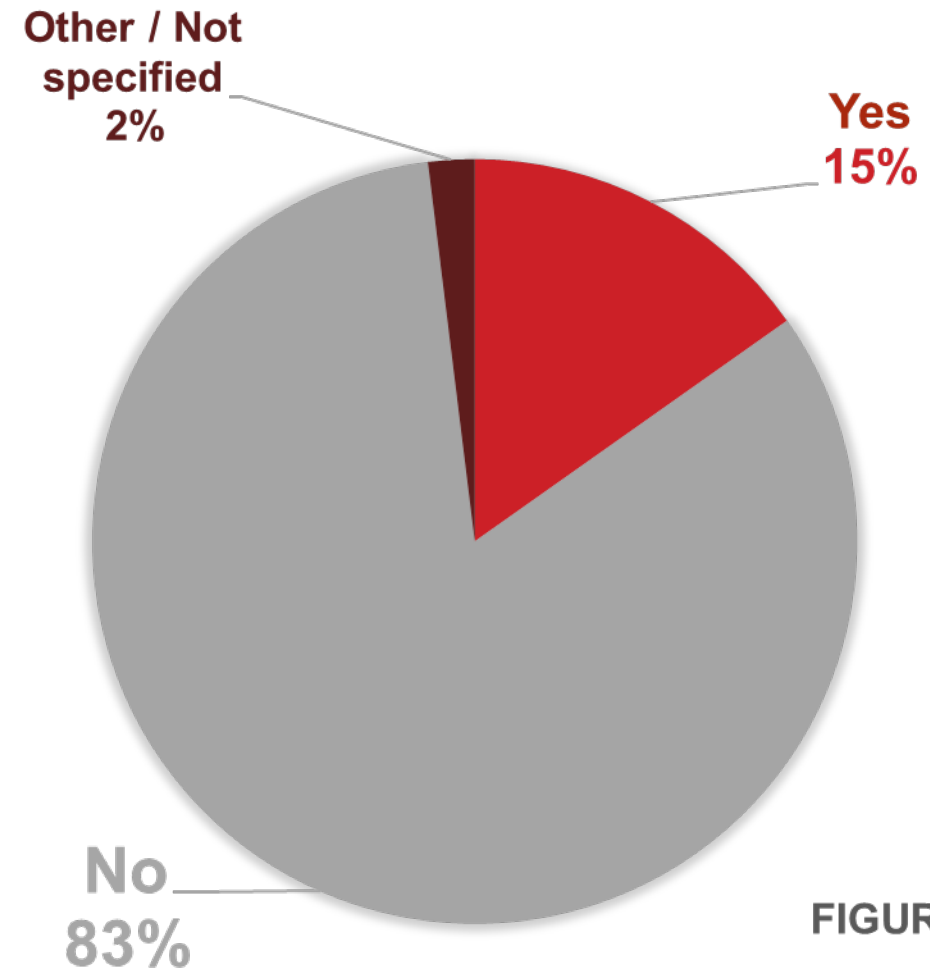
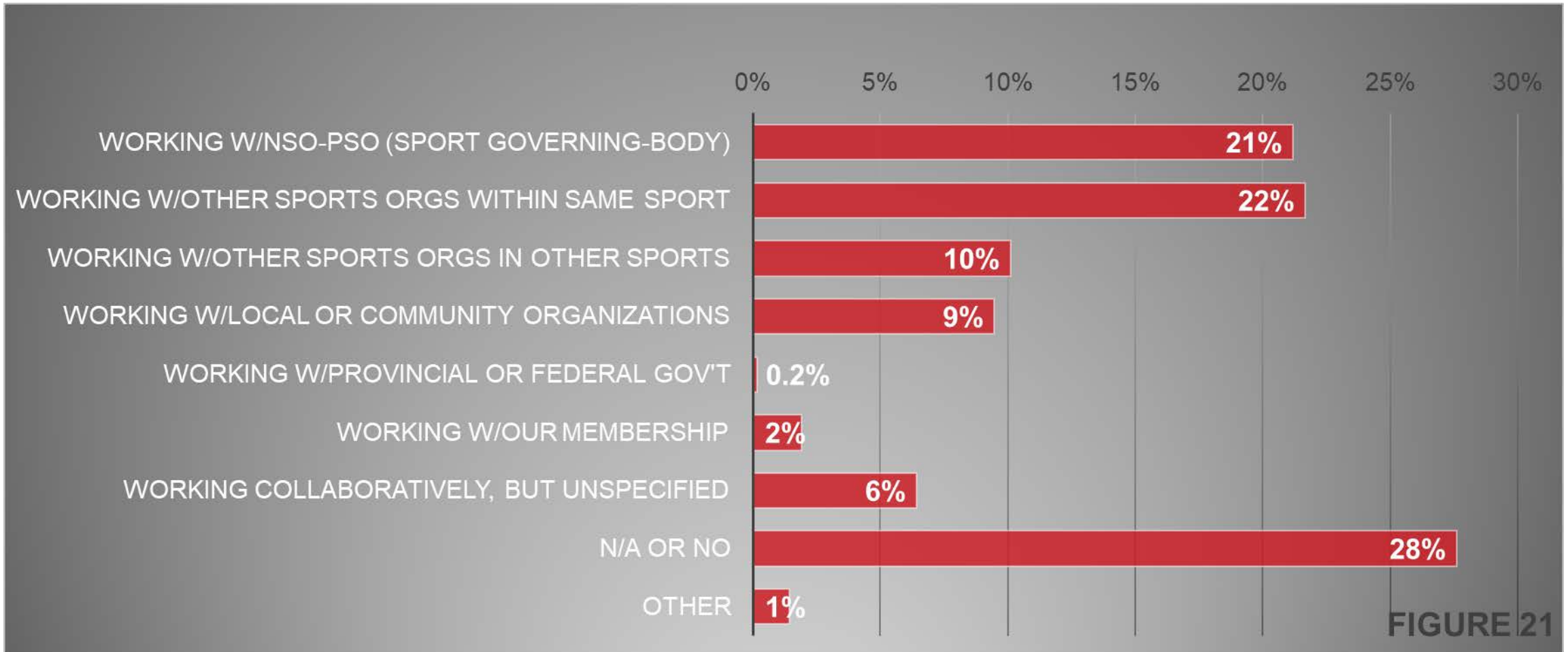


FIGURE 20

BUILDING SUPPORT NETWORKS

72% of organizations have reached out to another sport organization to work together and/or support one another in starting initiatives



BUILDING SUPPORT NETWORKS

Most survey respondents indicated they're working with others, whether it be within their sport or with other similar sports organizations to build long-term plans:

"We operate Return to Play webinars and continue to communicate through social media and other traditional modes. We have begun a Community of Practice web site FB and a public site for residents on Sport Physical Activity and Recreation to stay in touch with parents."

"Our Speed Skating PTSO has reached out to the other ice sports in the NWT (hockey, broomball, figure skating and curling) to develop a collaborative message with respect to Safe Return to Play in the NWT."

"Partnering with a local children's centre to help support and grow a Challenger Baseball program for Athletes with Disabilities. May look at additional ways to work with neighbouring baseball associations for joint initiatives."

ORGANIZATIONAL RESPONSE TO COVID-19

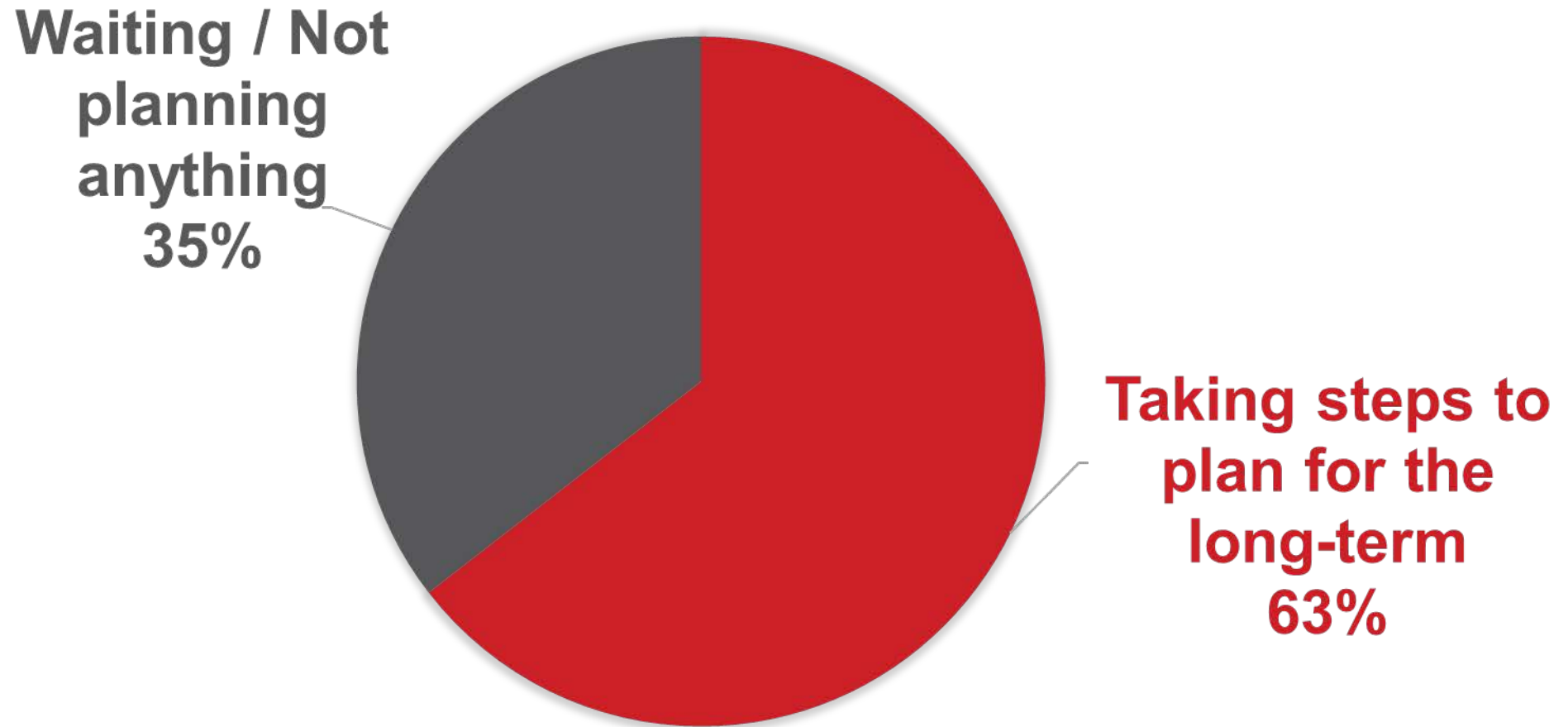


FIGURE 22

ORGANIZATIONAL RESPONSE TO COVID-19

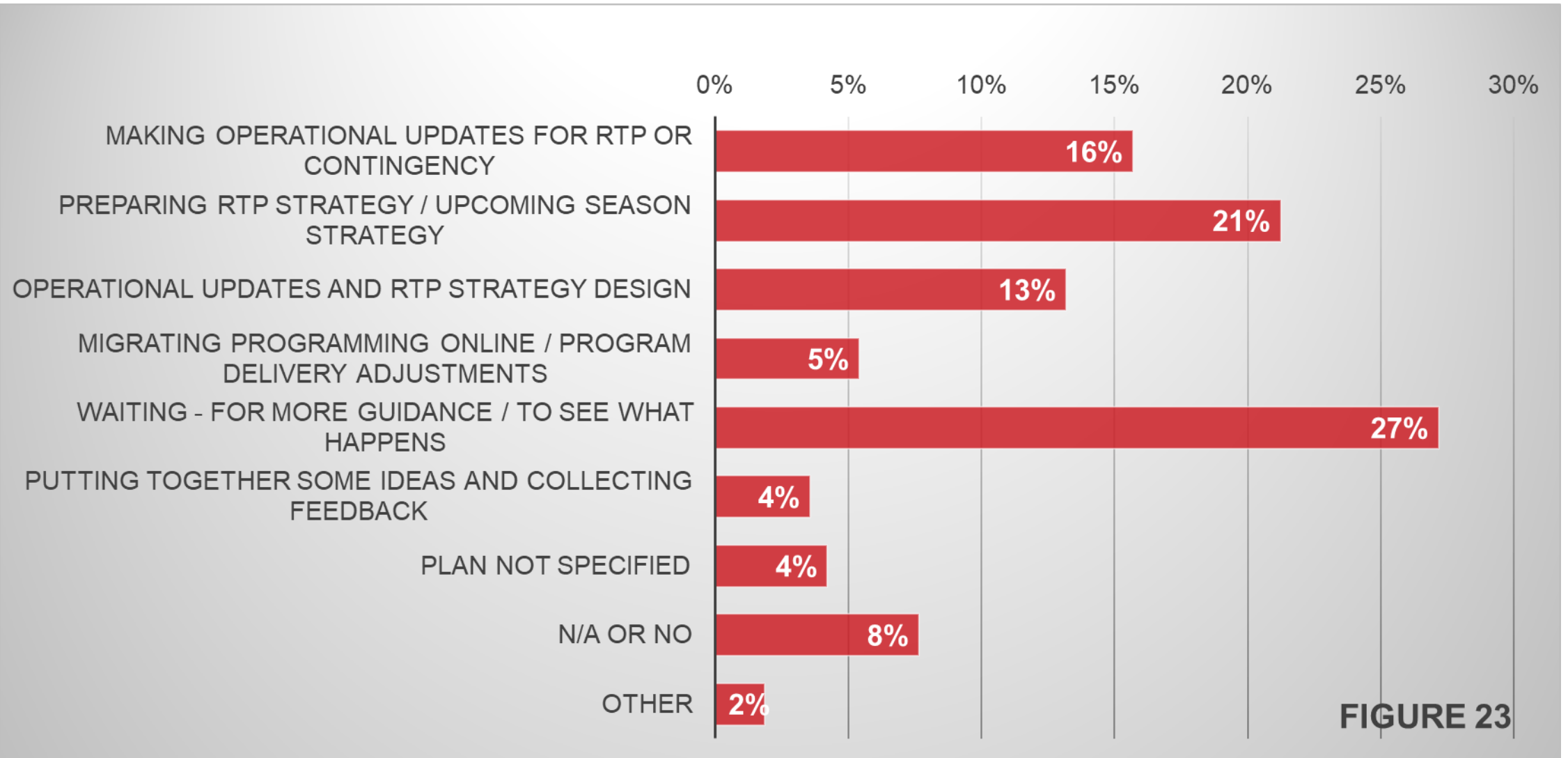


FIGURE 23

ORGANIZATIONAL RESPONSE TO COVID-19

- As Figures 22 and 23 indicate, the majority of organizations are taking steps to develop long-term plans in response to COVID-19
- 50% of organizations are either making contingency plans or operational updates, developing a Return to Play strategy, or taking both steps to be ready for their province's gradual re-opening
- That said, 27% of organizations are still waiting for additional information from the government, guidelines and support from their sport governing-organization or to gauge how much longer COVID-19 will have an impact their operations, in particular if Canada were to experience a second wave of the virus

CONCERNS OF COVID-19'S FUTURE IMPACTS

21% indicated without RTP or financial support, the organization may not recover

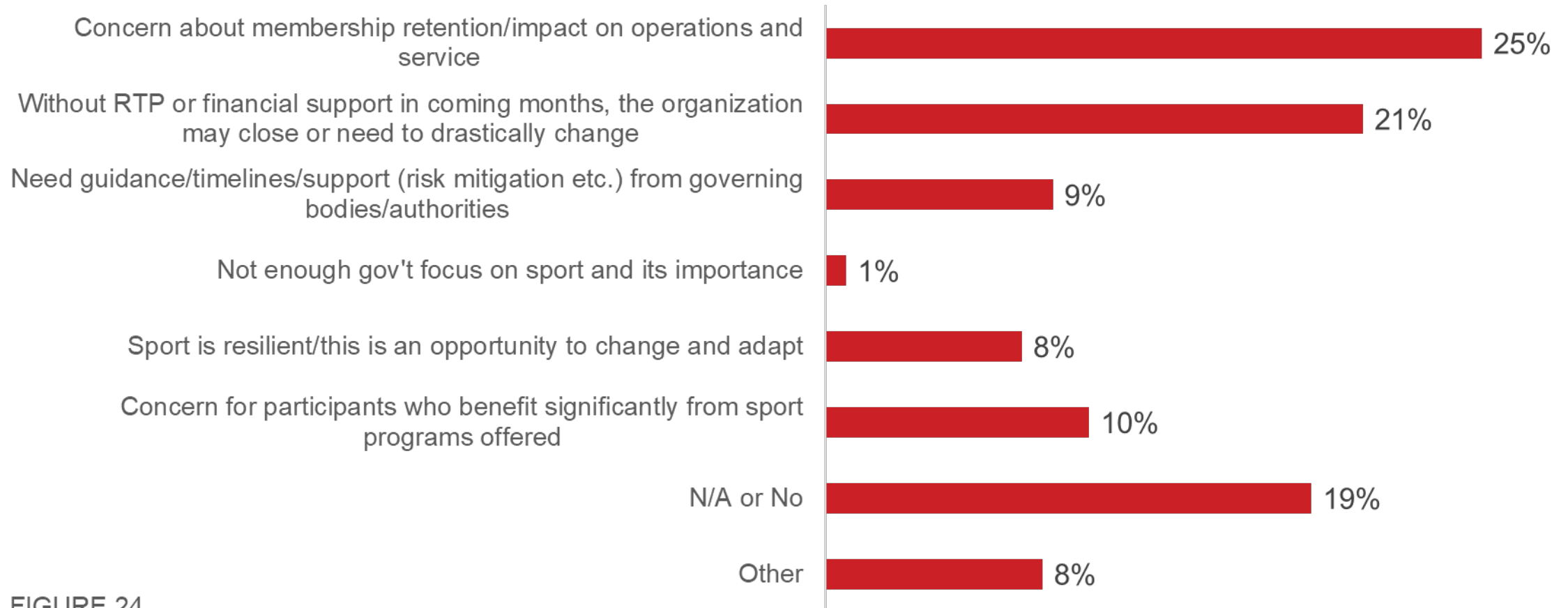


FIGURE 24

CONCERNS OF COVID-19'S FUTURE IMPACTS

- Many survey respondents expressed concern about membership retention, long-term operational impacts and the ability to recover, and their members who benefit most from the sport programs they offer:

“We are not able to offer hundreds of families the opportunity for their children to play organized sport and reaping all the benefits that brings.”

“I think we're all in the same boat, we all need to support each other. These are unprecedented times, and we all need to figure this out as we go.”

“I am very concerned that it will be virtually impossible to bring young children into the sport - especially a child who does not know how to skate. Potentially, we will lose an entire "birth year" of new players. Also very concerned about the older players who will not be satisfied with small groups and a focus on skill development.”

WHAT ORGANIZATIONS WANT TO SAY TO GRANT ADMINISTRATORS, INVESTORS AND SPONSORS

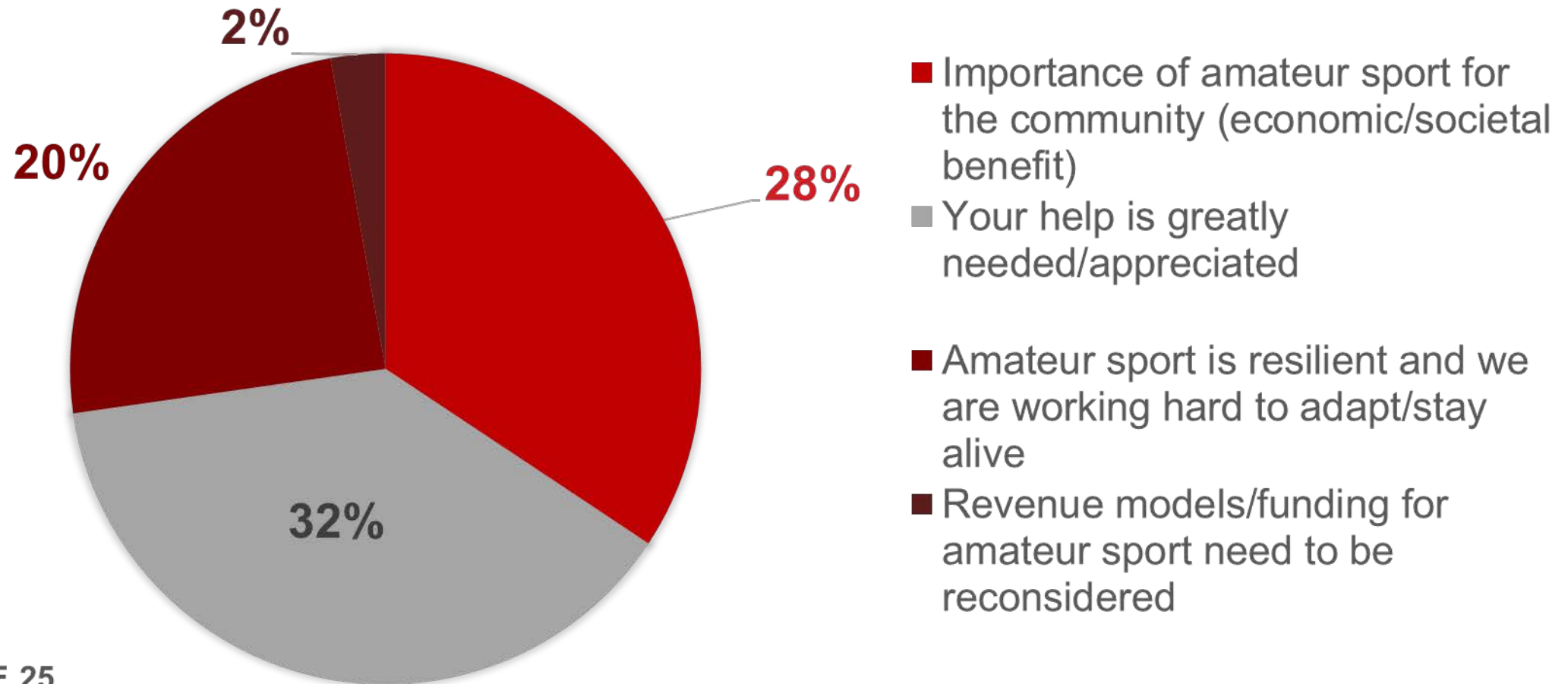


FIGURE 25

ORGANIZATIONS WANT TO SAY TO GRANT ADMINISTRATORS, INVESTORS AND SPONSORS...

“Sport is an integral part of the return to normal life following COVID-19 with a unique opportunity to help the community recover.”

“In these turbulent times, sport can build communities, break down barriers and develop resilient people.”

“Funding the sport will help to keep fees down. We need to do whatever we can to keep kids in sport during these times, to keep up as much of their normal as possible.”

“‘If you get knocked down, get back up’ - We believe that now more than ever this message rings true.”

ADDITIONAL INFORMATION

- In addition to the 1,018 survey responses Sport for Life received on its nationwide *Impacts of COVID-19 on Local Sports Organizations* survey, 282 survey responses from the 5 Alberta jurisdictions who conducted independent versions of the survey (Edmonton, Calgary, Grande Prairie, Lethbridge and Medicine Hat) were also incorporated into the national data shared in this report.
- Based on the nature of the surveys conducted independently in Alberta, data for certain questions was not available to integrate with Sport for Life's results. As such, the figures in this report are representative of all available data from all sources for each question.
- Due to the anonymous nature of Sport for Life's survey, it's possible there may be duplicate survey responses from the same organization. However, a cross-reference of the data from both Sport for Life's survey and the surveys conducted throughout Alberta where organizations provided contact information (i.e. their email address) was performed to eliminate all traceable duplication.



For more information, please contact:
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Sport for Life