

Sports Charities Grow In Public Popularity

Contributed by JGFR
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Despite the recession, more adults support charities that make a difference to young peoples'™ lives through sport (39% compared to 31% a year ago).

This increase in some 4 million adults is one of the findings from research carried out by GfK NOP for financial and business research consultancy JGFR into charity giving and sport.

The transforming role sport plays in the life of the nation is reflected in the 46% of adults who supported the BBC's™ Sport Relief Appeal in March that to date has raised over Â£31 million to help supporting disadvantaged children.

The greatest support for Sport Relief was in the North, South West and Northern Ireland with over 50% levels of adults.

Alongside the efforts of sports bodies and charities to raise participation in sport, the London Olympics provides an inspiration to youngsters to try out the growing range of sporting activities now on offer.

Increasing participation after the 2012 Games is one of the legacy objectives of the London Olympics Organising Committee " with nearly 60% of adults in the research believing that such a boost is likely.

Sports development and coaching in the coming years is set to see major growth " but it will increasingly depend on charity initiatives with public spending set to be tightly constrained.

A source of potential help is in support from the Police. 44% of adults, and over a half of the over 65s, believe that the Police should be more involved in helping young people take part in sport.

Such engagement could help to relieve some of the conflict situations that arise between the Police and young people, and there are a number of initiatives already taking place.

One example is StreetChance a 3-year project being delivered across 15 London boroughs using cricket to engage young people from a range of backgrounds in areas affected by youth crime and anti-social behaviour.

It is a partnership involving the Metropolitan Police, Barclays Spaces for Sports, A Chance to Shine, Positive Futures and Cricket for Change. The latter devised Street 20 cricket in which everyone bowls and bats in an innings lasting 20 balls.

Cricket has a strong unifying appeal across all ethnic and religious backgrounds. 36% of people in the survey believe that cricket is one of the best sports to bring young people together, with over 40% support among the over 50s and in the South West and East Midlands.

Cricket charities such as the ECB's™ A Chance to Shine, The Lords Taverners, The Cricket Foundation and Cricket for Change all aim to use cricket to make a difference to young peoples'™ lives.

More broadly, the research found a welcome rise in the number of adults intending to make lump sum donations* to charities in the coming year, reflecting a post-recession improvement.

A year ago 22% of adults said they would make a lump sum donation " this year 30% of adults intend to donate.

There is a notable increase in the number of lower-middle-income earners (under Â£35,000 household income) intending to give " up from 19% in 2009 to 27% currently. The biggest proportion by age group intending to make a lump sum donation is in the over 65s age group (34%).

Commented John Gilbert, Chief Executive of JGFR:

"The coming year will see sport gaining centre stage as the London Olympics draws ever closer. For young people sport often provides life-transforming experiences with sports charities playing an increasingly vital role in providing opportunities for disadvantaged young people, even more so if public sector budgets are cut. This research shows the support of the British public for sports based charities"

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GfK NOP interviewed 1,000 adults aged over 16, representative of the UK population by telephone on March 13/14th for JGFR

*The overall proportion of adults giving to charity in 2008/9 according to the UK Giving 2009 Report produced by the

Charities Aid Foundation and the National Council for Voluntary Organisations is 54%, down from 56% in 2007/8.Â Regular giving comprised 31% of the total Â“ up by 2 percentage points since 2006/7. The total amount given to charity in 2008/9 fell to Â£9.9 billion, down 11% on 2007/8 (Â£11.2 billion).

A research briefÂ“ Â“Charity giving and Sport Â“ will be published in June

JGFR has also produced a recent research briefing Â“Consumer Attitudes to the OlympicsÂ“™ Â“

To see the accompanying press release view

[http://www.jgfr.co.uk/files/\(A_growing_focus_in_2010_will_be_on_the_impact_of_the_Olymp_205\).pdf](http://www.jgfr.co.uk/files/(A_growing_focus_in_2010_will_be_on_the_impact_of_the_Olymp_205).pdf)

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