

Annual Fund-raising Challenges

As Government budgets have tightened around the world, sport organizations have turned increasingly to private and public fund raising to finance their programmes and operations. This approach has worked well in parts of Europe and North America. In other regions of the world it is almost unknown. The time has come when efforts should be made to tap this potential source of financial support.

Canada proposes that once the Commonwealth Sport Trust has been well established, each Government launch an annual Commonwealth sport fund-raising event. A "Commonwealth Sport Day" might prove successful in helping to raise funds for local Commonwealth Games associations. The event could be mounted in cooperation with the Commonwealth Games Association and might be linked to a local sport event. Celebrities from sport, government, business and other prominent persons could take part, and the event might well raise the profile of Commonwealth sport and the Commonwealth in general.