

Level the Field

FAQ

1. Why is viaSport engaging in revenue development work?

Resources have always been tight in the sport sector, and there is the need to create new funding pathways for support. In the current economic climate, it is critical to diversify revenues beyond government funding.

2. What is Level the Field's purpose?

Founded by viaSport BC, Level the Field is an independent registered charity that works to increase access to high-quality sport experiences across the province.

3. How does Level the Field raise funds?

Level the Field will generate revenue through charitable fundraising and public donation campaigns. We will also develop partnerships with corporations and foundations to advance our work.

4. Who do Level the Field's activities support?

Level the Field prioritizes programs for British Columbians who face the greatest barriers in accessing high quality sport experiences.

5. Why is Level the Field starting-up now especially when other charities already exist in the BC sport system?

With the FIFA World Cup coming to Vancouver in the summer of 2026, a unique partnership opportunity has emerged now.

6. What types of activities will Level the Field undertake?

Level the Field will focus its efforts on educating sport participants and building capacity within sport organizations to address systemic barriers to inclusion. Some examples include:

- Training sport participants on inclusion, accessibility, and practical approaches to achieving barrier-free sport.
- Supporting capacity within Designated Sport Organizations: providing support for program design, governance, and approaches to attract, welcome, and retain participants.
- Co-designing new approaches with sport and community partners: building programs that welcome people who've been left out.

7. How is Level the Field different from the BC Amateur Sport Trust Fund?

The BC Amateur Sport Fund is a philanthropic program operated by Sport BC that supports amateur sport development across Canada. It allows Canadian sport organizations to raise funds for specific causes, programs, or projects that they are working on.

Level the Field raises funds for its own charitable activities that reduce barriers and increase inclusivity in sport across British Columbia.

8. How is Level the Field different from KidSport?

KidSport supports families directly by providing funds to pay for sport registration fees for individual children. Level the Field does not provide funds directly to families or individuals to pay for sport registration fees.

9. What kinds of organizations will Level the Field work and partner with?

In short, Level the Field is looking to work with any sport organization, community-based organization, or purpose aligned organization that has similar values and goals. We are looking to find partners who are equally committed to ensuring all British Columbians benefit from the power of sport.