Non-profit organizations (NPOs) have effectively utilized charity sporting events (CSEs) to raise funds and to increase public awareness of important issues. However, many NPOs and their CSEs have encountered serious challenges soliciting funds in recent years. This study investigated the financial situations of major CSEs. The four NPOs selected for the study included the American Cancer Society (ACS-Relay For Life), Susan G. Komen (Race for the Cure), National Multiple Sclerosis Society (MS Walk & Special events), and American Heart Association (AHA-Heart Walk & Special events). Data were collected from the 2010-2015 annual financial reports of those four organizations. The data showed that in 2015, the ACS and the AHA reported over $800 million in total revenues. Importantly, the five-year trends showed significant decreases in the total revenues of Relay For Life and Race for the Cure; however, the data revealed gradual increases in the total revenue of Heart Walk. Race for Cure contributed more than 80% to the total revenue of Susan G. Komen in 2015. In addition, the expense sources for those four NPOs were program services: research/community services/education (70-80%) and supporting services: fundraising cost/administrative (19-25%). Overall, the data indicated that despite the financial challenges, those NPOs have used their financial resources effectively to accomplish their missions.

Annette Markham (2004) posits that the Internet offers researchers a unique setting to witness and analyze the structure of talk, meaning and identity negotiation as well as the development of relationships and communities. Physical cultural studies scholars, like qualitative researchers working in other disciplines, have begun to turn their attention to such online focuses primarily as this relates to social media platforms like Facebook and Twitter (e.g., how sport teams and fans use them). A considerable body of research also exists examining online media’s capacity to operate as a public sphere forum. Yet Boyd (2010) has argued networked publics have affordances that differentiate them from other types of publics thereby introducing new social dynamics. Drawing on research examining reader comments posted to a CBCNews article entitled ‘Young Canadians get failing fitness grade,’ I examine some of the social dynamics that emerged amongst this networked public specifically in terms of their representation of one of the primary outcomes of ‘failing fitness grade[s]’: ‘obese’/‘overweight’/‘fat kids.’

The concept of ‘development through sport and leisure’ has existed for years, but its implementation remained relatively ad hoc until the publication of the UN’s *Sport for Development and Peace: Towards Achieving the Millennium Development Goals* in 2003. Since then, initiatives that seek to advance social and economic development through sport have increased in the theory and practice of international development. This study outlines the positive impacts that sport through leisure activities can have in the key development of many areas, as well as the influence it can have in achieving social integration and resolving conflict. Within the ‘development through sport and leisure’ literature, however, very little has been written regarding the implementation, or even potential, of ‘development through sport’ projects in
India, and even less about the use of cricket. It is argued in this analysis that the present level of wealth, power, and global television exposure currently attached to cricket in India, coupled with its status as one of the most uniting features of Indian culture, presents it as a potentially powerful tool for development in India. The relative dearth in the literature, therefore, provides the scope for this research.

11A Gary Stidder, University of Brighton & John Sugden, University of Brighton
“War and Peace: Troops To Teachers Meets Football4Peace International”

Troops to teachers (T2T) is a UK government funded initiative through which recently retired ex-military personnel after being demobbed are retrained for careers in the teaching profession. The University of Brighton has a key role in arranging and facilitating this curriculum and one of the authors of this paper has a particular responsibility for the organisation and delivery of the physical education dimension of the T2T programme. The University of Brighton is also home to the world renowned Football 4 Peace International (F4P) programme, a multi-dimensional sport-based community engagement project that places a particular emphasis on peace building in divided and otherwise fragmented and fractured societies. Both authors are co-founders of F4P. Not without significance we note that a number of former service personnel who have enrolled on the PE T2T route have also chosen to engage with F4P, in so doing volunteering to be trained in the distinctively pacifist values-based teaching and coaching methodologies associated with this programme before being deployed to take part in peace-building and related development projects in various troubled regions of the world. In this paper we use selected case studies to focus critically on the overlap between T2T and F4P, seeking to answer the question, why and how are former warriors turned into peace makers?