

Endurance Sports for Development and Peace:  
Leukemia and Lymphoma Society's Team in Training

by

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A Thesis Presented in Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts

Approved April 2012 by the  
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ARIZONA STATE UNIVERSITY

May 2012

## ABSTRACT

This thesis explores the relationship between sports and human rights based on United Nations reports and literature within the growing Sport for Development and Peace (SDP) sector. Recognizing the benefits of sport (including physical activity and play), SDP posits sport as an effective tool for achieving humanitarian, development, and peace objectives. Inspired by the Leukemia and Lymphoma Society's (LLS) Team in Training (TNT) sports charity training model, which provides participants valuable coaching in exchange for charity fundraising, this research looked at the contribution of TNT and endurance sports to SDP for individual and social change. Interviews were conducted with TNT staff and team members (who are recent or current participants of the program) in order to find out specific reasons about why people join the program and to identify the benefits of combining endurance training with charity fundraising and what impacts this had on personal life goals and challenges. Using thematic analysis to identify key themes from the interview data, the study acknowledged the program's successes in developing endurance athletes and raising money for LLS research and services but also found an additional dimension to the merit of the program. The accomplishment of completing four months of training culminating in the completion of an endurance event with the support of team mates and coaches provides a life changing experience for participants. The study concludes that positive impacts of the TNT program can be applied to other organizations, causes and social issues. In particular it showed

how endurance sport not only has physiological benefits but can be used as a method of healing and reconciliation, can aid in advocacy and awareness, and promote individual development.

## DEDICATION

In loving memory of my uncle, Gabriel Orobia, I dedicate this thesis to all those have courageously fought and those who continue to fight to beat cancer. Their strength and courage help to fuel the relentless spirit of Team in Training as they swim, ride, and run to help find a cure.

## ACKNOWLEDGMENTS

First, I would like to thank Meredith Miller, Jim Brewer, and the staff at the Leukemia and Lymphoma Society, Desert Mountain States Chapter. Without their support this project would not have been possible. To the Team in Training team members that participated in the study, I thank each of you for taking the time to share your experiences and accomplishments with me. Your passion and honesty was a source of motivation for my work. I am truly inspired by each one of you.

I was extremely fortunate to have found a knowledgeable and dedicated thesis committee. I am very grateful to Dr. Alejandra Elenes and Dr. Jeffrey Kassing for all of their insight and help in guiding my work. My special thanks to Dr. Lindsey Meân for her unfailing support as my thesis advisor. I am forever grateful for the advice and encouragement that helped instill in me a confidence and enthusiasm for my research.

To the staff, faculty, and most of all my peers in the SJHR program, I am honored to have been in the company of such passionate and driven individuals. In particular, I thank Mariana del Hierro for the much needed coffee and lunch dates throughout our entire thesis process.

Of course, I also thank my friends and family (both in Winnipeg and Phoenix) for constantly being a source of support and encouragement. Thank you to Romer Bautista for the early morning sports chats that always made me feel like I was “working” on my thesis. Thank you to Sharon Ronstadt for the

academic, professional, and personal advice. I also thank Sheridel Comia, Sharlyn Nivera, and Leanne (Duong) Ikeda for their many years of friendship that has helped to shape the person I am today. Most especially, I would like to acknowledge my brother, who I admire; my sister, who is both my mentor and best friend; and not least my parents, for always letting me follow my dreams.

Finally, I cannot even begin to express my gratitude to Adam Fuller, who has shown me endless patience, understanding, and love. Thank you for listening as I talked through all my ideas and frustrations, but most of all, thank you for always being the reason I smile and laugh every day.

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## LIST OF ABBREVIATIONS

AIDS - Auto Immune Deficiency Syndrome

BWB- Basketball without Borders

ESPN - Entertainment and Sports Programming Network

FIBA - Fédération Internationale de Basketball Amateur (International Basketball Federation)

FIFA - Fédération Internationale de Football Association (International Federation of Association Football)

HIV - Human Immunodeficiency Virus

IOC - International Olympic Committee

ILO - International Labor Organization

LLS - Leukemia and Lymphoma Society

MDGs - Millennium Development Goals

NBA - National Basketball Association

NFL - National (American) Football League

NGO - Non- Governmental Organization

NOC - National Olympic Committee

OCOG - Organization Committee for Olympic Games

SAD - Swiss Academy for Development

SDC – Swiss Agency for Development and Cooperation

SDP - Sport for Development and Peace

SDP IWG - Sport for Development and Peace International Working Group

TNT - Team in Training

UN - United Nations

UNDP - United Nations Development Programme

UNESCO - United Nations Educational Scientific and Cultural Organization

UNICEF - United Nations Children's Fund

UNFPA - United Nations Population Fund

UNOSDP - United Nations Office for Sport for Development and Peace

WFP - World Food Program

## Chapter 1

### THE POWER OF SPORT

#### Introduction

In his book, *Born to Run*, author Christopher McDougall goes in search of the legendary Tarahumara tribe to learn the secrets of these extraordinary endurance athletes. Located in the remote canyons of northern Mexico in the Sierra Madre Occidental, the Tarahumara (or as they call themselves, the *Rarámuri*) are known as some of the world's best long-distance runners. In the Tarahumara language (a native language of the Uto-Aztecan family) the word *Rarámuri* means "*foot runner*" or "*he who walks well*" (Gorney, 2008, para.2). As one might have anticipated, when it came to the Tarahumara and endurance sports, there was no magic bullet. It wasn't something that could be found on the shelves of local health foods markets. Following the lead of legendary Olympic Team USA running coach, Joe Vigil, McDougall discovered something else. In the years he had spent coaching Vigil realized the best endurance athletes required something more than simply peak physical fitness. He believed they had a different dimension, what he called "character." But it wasn't, as McDougall writes, "grit" or "hunger" that athletes needed. It wasn't about sharpening our competitive edge, but instead it was the opposite. This character was compassion. It was kindness. It was, in fact, our ability to love. As McDougall discovered, "The reason we race isn't so much to beat each other [...] but to be with each other" (p. 253).

Every athlete knows why they wake up before the sun to train. Every sport fan knows why they are glued to their television every week, why they neurotically check stats, why they are loyal, hopeful, and passionate. The reason why we are willing to go through the highs and the lows that is sports is for the love of the game. But of course, there is more to it than that. For many, sports are more than a weekend past-time or a form of entertainment. Even in competition, participation in sport, as either an athlete or a spectator, is a social gathering and a shared experience (Sport for Development and Peace International Working Group, [SDP IWG], 2008).

Inspired by the concept of “love” in sports, this thesis looks at current Sport for Development and Peace (SDP) literature that supports the use of sport and play as an effective policy tool for facilitating international development and social change. It explores the relationship between endurance sports and advocacy, development, and peace, using the Leukemia and Lymphoma Society’s (LLS) Team in Training (TNT) program as a case study. The Team in Training sports charity training model combines philanthropy with physical endurance and fulfills two important goals of the program: 1) provides valuable training to individuals wanting to complete an endurance event and 2) successfully raises money for blood cancer research and patient services for LLS. But the Team in Training program goes beyond charitable fundraising. TNT is the world’s first and largest endurance sports charity training program and it is the Leukemia and Lymphoma Society’s biggest fundraising campaign. However for many, the

program's most prominent successes have been the life-changing experiences it provides for its participants; particularly those who have been directly or closely touched by the diseases LLS combats. Most distinctive about the combined sports training and fundraising model is the value produced for all parties including LLS beneficiaries, (cancer patients and their families) as well as TNT athlete participants. The unique sports training model provides an outlet for individuals to use sport as a method of personal rehabilitation during periods of personal hardship, life change, grief or trauma. By researching the organization's history, conducting in-depth interviews and collecting personal narratives from TNT administrative and coaching staff as well as current and past participants, this thesis explored how the sports training model used by Team in Training creates lasting positive impacts on the lives of individual participants. It looked at how the positive impacts of the TNT program relate to benefits of sport outlined within SDP literature and how the program can be applied to other organizations, causes, and social issues to meet development and peace objectives.

### **“Sports Saves the World”: Sport as a Fundamental Right**

The popular American magazine, Sports Illustrated, is full of important news happening in the world of sports. The September 26, 2011 issue is similar to the many issues that have come before it, only instead of Michael Jordan or Tiger Woods on the cover, it's Brad Pitt in a baseball cap promoting the new sports film, Moneyball. However, there is something different about this issue. At the

top of the cover page is a small headline that reads: “Sports Saves the World.” The piece is based on a year-long project by senior writer Alexander Wolff. Detailing his travels in an 11-page article, Wolff writes about a number of grassroots programs around the world that are taking on challenges in the developing world – from HIV/AIDS education in South Africa to gangs and violence in Brazil. While the social conscience of sport is typically far from gracing the covers of sports magazines beyond a small special feature at the back to the magazine, its appearance in a mainstream sports media speaks volumes about the growing recognition of the power of sport.

Early signs of a relationship between sports and international policy began in antiquity. Dating back to 9<sup>th</sup> century BC in Ancient Greece, Ekecheiria or the “Olympic Truce,” was an international peace agreement that granted immunity to the Greek city of Olympia and the surrounding region of Elis, ensuring the safety of athletes, families, and participants traveling to and from Olympia, for the duration of the Olympic Games (International Olympic Committee [IOC], 2009, para. 4). Even before the Olympics in Ancient Greece and the Western influence on modern sports, physical activity for recreation, leisure, and competition has long been a part of human culture with early games developed from social gatherings and religious ceremonies (Huizinga, 1955; Guttman, 1978 as cited in Oakley and Lever, 2001, p. 2985). But sport goes beyond the simplicity of being a recreational pastime. With its universal appeal and numerous social and economic benefits, sport has shown that it is more than just a game. Sport is a reflection of

social relations and power structures and as noted by Oakley and Lever (2001), has become a “significant part of social, cultural, political, and economic fabric of most societies” (p. 2985).

The importance of sport and physical education was recognized at the seventh session of the United Nations Educational Scientific and Cultural Organization (UNESCO)’s General Conference. Since this meeting in Paris in 1952, the Organization has worked to draw international cooperation for sport for education. Over the course of the next several decades, recognizing the global influence and positive impact of sport, small achievements in policy and international cooperation were made towards its inclusion within the rhetoric of human rights, development, and peace-building. While the 1948 Universal Declaration of Human Rights contains no direct expression of the “right to sport and play,” the Declaration does affirm that all people have the right to economic, social and cultural participation in development of individual personality, (Universal Declaration of Human Rights, 1948, Article 22) the right to rest and leisure (Article 24), the right to adequate health and well-being (Article 25), and access to free and compulsory elementary education (Article 26). Thus, the United Nations acknowledges that the denial of access to sport and play would inhibit individuals the ability to fully attain these human rights. Sport has also been essential to several early international covenants that identify the importance of sport, recreation, and leisure. In 1975, the Council of Europe’s Sports Ministries created the European Sport for All Charter. Article 1 of the Charter



declared, “Every individual shall have the right to participate in sport.” Following this lead, in 1978, UNESCO’s International Charter for Sport and Physical Education described sport as a “fundamental right for all.” Article 1 encapsulated the importance of sport for access stating:

- 1.1 Every human being has a fundamental right of access to physical education and sport, which are essential for the full development of his personality. The freedom to develop physical, intellectual and moral powers through physical education and sport must be guaranteed both within the educational system and in other aspects of social life.
- 1.2 Everyone must have full opportunities, in accordance with his national tradition of sport, for practicing physical education and sport, developing his physical fitness and attaining a level of achievement in sport which corresponds to his gifts.
- 1.3 Special opportunities must be made available for young people, including children of pre-school age, for the aged and for the handicapped to develop their personalities to the full through physical education and sport programmes suited to their requirements. (UNESCO, 1978).

Both the Charter from the Council of Europe and from UNESCO recognized that sport and physical education contributed to human development not only through the physical but moral and intellectual power of individuals leading to improved quality of life. Access to sport and physical education, therefore, should be inclusive for all people without any discrimination. The following year, the 1979

Convention on the Elimination of All Forms of Discrimination against Women ensured the equal rights of men and women in the areas of education, economics and social and cultural life, by granting equal access and opportunities to participate in recreational activity, sport, and physical education (United Nations [UN], 1979). Following this, the importance of sport was further addressed in the 1989 Convention on the Rights of the Child, under Article 31 which recognized the right to rest and leisure for all children through the participation of recreational activities related to sport, culture, and art (UN, 1989). Later, the right to sport, recreation, and leisure were included within the Convention on the Rights of Persons with Disabilities in 2008. Article 30 outlined the need to ensure equal opportunity to persons with disabilities to participate in equally in all aspects of “cultural life, recreation, leisure and sport.” This includes equal opportunities for active participation in sports and activities and access to event venues. It also ensures that necessary resources and services are available to promote the fullest participation possible (UN, 2008).

Equal access and opportunity to participate in sports ensures that these covenants are respected and human rights are upheld. However, many of these conventions are yet to be fully recognized. As Cooky (2009) noted, “Sport has been, and continues to be, a contested terrain wherein real and symbolic boundaries have been drawn to limit access for racial minorities, women, gays, lesbians, and other disadvantaged members of society” (p.260).

## **Why Sport?**

The institution of sport is one that is complicated and at times conflicting. Sport has become so much a part of human life and culture that it has pervasively slipped into our conversations, affects our moods, and shapes how we build community and relationships (Oakley & Lever, 2001). Sport is seen as a reflection of society in that, “individual attitudes, values, and beliefs in the broader society become an integral part of sporting practices” (Sage, 2007 as cited in Davis, 2008, p. 292). As such, harmful and destructive societal behaviors are also reflected in sport. But despite its complexity, sport still has the ability to motivate, empower, and inspire. President of the International Olympic Committee (IOC), Dr. Jacques Rogge noted at the First International Forum on Sport, Peace and Development (2009), that “Sport is not a cure for all the ills of our society” (p.5) but it does have the potential to be effective in fostering positive social change. While there are negative aspects associated with the key qualities of sport, so too, are there numerous positive benefits that it can offer.

**The Global Appeal of Sports.** Given its popularity, corruption has been a major issue for sports. The financial worth of the global sports industry (which combines participation in sport, attendance to events, and sports media) is estimated in the billions (Howard, 1998; Humphreys & Humphreys, 2008). The flow of money means gambling and sports betting are rampant, which contributes to match-fixing and rigging of games and organized sport. High financial gain and pressures to succeed can also encourage doping among athletes to gain a

competitive edge. There has also been more commercialization of sport with broadcasts for major sporting events – like the Olympics, World Cup, or the Super Bowl – as targets for corporate advertising. For coveted commercial space during the Super Bowl, the championship game for the National Football League (NFL), which is broadcasted to over 111 million viewers, 30-seconds of airtime comes can cost a company on average, \$3.5 million (ESPN, 2012). But product sales are not limited to outsourced companies. Sports teams have also developed into brands and have capitalized on “logo licensing,” creating inflation in commercial consumption in sport with the sale of team memorabilia and sports merchandise. Spectators are not longer perceived as fans and supporters, but active “consumers” (Crocì & Ammirante, 1999, p. 499).

But the accessibility of sport combined with its mass appeal makes it an ideal platform for outreach and communication of a more benevolent and developmental nature. There are few things that can attract the global attention and universal passion quite like sports. The cross-cultural appeal allows the popularity of sport to not be bound by gender, race, socio-economic status, or political affiliation. According to the Big Count study conducted in 2006 by the Fédération Internationale de Football Association (FIFA), among their 207 member associations an estimated 265 million people worldwide were registered as players of association football<sup>1</sup> in professional clubs and recreational leagues. An additional 5 million were listed as referees and officials, bringing the total

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<sup>1</sup> Also known by several other terms, most often called “football” in most parts of the world (or colloquially “footy”) and “soccer” in Australia, Canada, New Zealand and the United States.

involved to 270 million (or 4% of the population) in the sport of football alone (Kunz, 2007, para.1). But the reach of sports goes beyond athletes and officials. Fans and spectators account for a major part of the success of sports. During the 2010 World Cup Men's Championship in South Africa, 700 million viewers tuned into the final match and over the course of the month long tournament, the United States had 94.5 million viewers, 157.5 million in Brazil and 328.7 million viewers were watching in China ("Audience Report", 2010). Advances in technology and the emergence of new media and social networking sites, has meant the reach of sports is able to go even further by allowing access to coverage and conversation to occur quickly and easily. Again during the 2010 World Cup, the social networking site Twitter<sup>2</sup> allowed for a "real-time, global conversation" to occur over the internet. According the site's statistics, this meant people from 172 countries contributed with tweets in 27 different languages. After the winning goal was scored during the final championship match, a record 3,051 tweets per second were happening ("Global Conversation," 2010).

The capacity to reach such diverse audiences allows sport to be used for education and social mobilization. The attraction of media for sporting events can be used in efforts to raise awareness through innovative campaigns or public service announcements. The NFL's "A Crucial Catch" campaign, in partnership with the American Cancer Society, promotes the message that annual screenings saves lives. During the entire month of October, NFL players, coaches, and

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<sup>2</sup> [Twitter](#) is an online social networking and microblogging site that allows users to write messages in 140 characters or less.

referees don pink apparel in an effort to raise awareness about the benefits of early detection in breast cancer.

The popularity of sport has also made high-profile athletes and sports personalities, ideal advocates and role models. Several individuals in the sports community have been appointed by various UN offices including UNDP, UNICEF, UNAIDS and UNESCO to serve as Goodwill Ambassadors, Messengers of Peace, and Champions for Sport. These individuals represent an array of sports and countries. They include athletes from highly popular sports and teams, Iker Casillas (goalkeeper and captain for the Spanish La Liga Club Real Madrid and Spain's national team), Didier Drogba (Chelsea Football Club and captain for Côte d'Ivoire national football team), Lionel Messi (Football Club Barcelona and captain for the Argentine national football team). As well as athletes from other sports like tennis players Maria Sharapova (Russia) and Serena Williams (USA), Pau Gasol (professional basketball player with the Los Angeles Lakers and Spain's national team), and Yuna Kim (female Olympic Figure Skating champion from South Korea).<sup>3</sup>

**Ability of Sport to Connect and Unify.** The benefit of sport is multidimensional. Sport can express messages that encourage teamwork, fair play, and compassion. Participation in sport (as athletes or as spectators) is a collective experience among individuals and can help to foster cooperation and build strong social relationships and one of its biggest strengths is its ability to

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<sup>3</sup> For full list of sports personalities associated with the UN see: <http://www.un.org/wcm/content/site/sport/goodwillambassadors>

unify groups and connect communities. However, historically sport has been socially exclusive, serving as a past-time for the upper-class, as well as team sports racially segregated for many years (Kidd & Donnelly, 2000, p. p.135). Still today, attitudes towards race continue to have an impact in sport, not only in terms of accessibility but in how racial minorities are accepted even when their talent and skill lead them to succeed. When the New York Knicks made a run with seven consecutive wins after underwhelming start to the National Basketball League (NBA) 2012 season, it caused a media storm in the sports world. The headlines focused on the Knicks' point-guard, Jeremy Lin, who had a true Cinderella story as an undrafted, fifth-string point-guard coming off the bench to score 25-points in his NBA debut. But his popularity went beyond they typical "rags-to-riches" story and had become a spectacle for discussing race relations and cultural sensitivity. Lin, an Asian-American of Chinese and Taiwanese descent, easily became the butt of Asian jokes and stereotypes. The peak of the discussion came when the popular sports term, "chink in the armor"<sup>4</sup> was used as the headline in an online article for Entertainment and Sports Programming Network (ESPN). In sports dominated by a certain race, it can be difficult for others to break through without any backlash or commentary. With so few other high-profile Asian players in the league Lin, like Serena and Venus William, who were successful African American players in the predominantly "White" sport of tennis, are never fully able to "escape the anomaly of their race" (Browne, 2012, para. 1).

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<sup>4</sup> A term used in sports journalism to refer to a weakness.

But sport also has a unique ability to unify, bringing together diverse groups of people and encouraging steps towards tolerance, social cohesion and cooperation. It has a way to empower and inspire individuals. It can also provide a sense of unity and a shared identity during times of crisis. Just six days after the September 11<sup>th</sup> attacks on the Twin Towers, a crowd gathered in St. Louis to watch a baseball game. With a country still grieving, it was through sport that people could begin to feel a sense of normalization. In its simplest way, it would at the very least provide people with a distraction. More complicatedly, the return to baseball “served as a symbol of the spirit of the nation itself (Castrovince, 2011, para.4), the continuance of baseball was a continuance of everything else. It demonstrated the resilience of the people, who proved that life would go on.

Sport can also contribute to the process of re-building. When Hurricane Katrina hit the Gulf Coast in the summer of 2005, it left much of the region, including the city of New Orleans, with billions of dollars in damages, thousands dead, and hundreds of thousands more displaced. It was considered one of the most destructive hurricanes in US history by the National Oceanic and Atmospheric Administration (NOAA). In the years following the storm’s devastation, it was a National Football League (NFL) franchise that helped to give the city of New Orleans renewed hope. The Superdome, the home of the Saints, had served as a makeshift shelter during the hurricane and damages to it left the team on the road for the entire 2005 season. When the Superdome was reopened on September 25, 2006 the New Orleans Saints beat the Atlanta Falcons 23-3 in



front of a sold-out crowd. The team went on to claim the XLIV Super Bowl Championship in 2010. Members of the community acknowledged the Saints role in “rallying the troops” so to speak and calling quarterback Drew Brees, “a pillar of the community” (LaPointe, 2010, para. 6). The city had faced hardship and struggle with still a long a way to go on the road to recovery. But the game of football<sup>5</sup> and the triumph of the Saints had helped to breathe life and pride back into the city’s fighting spirit.

**Ability of Sport to Motivate and Mobilize.** The realm of sport that is still very male dominated, “constructed by and for men” (Cooky, 2006, p.260). It creates a jock culture in which Bremner (2002) emphasized, “an acceptance of women or openly gay men by this sporting culture would contradict the assumption that traits such as aggression, strength, and competitiveness are essential expressions of heterosexual masculinity” (para. 8).<sup>6</sup> Violence also seems to be deeply entrenched within sports. Certain sports, like American football and rugby are by nature very physical and aggressive. In other sports like hockey, fighting and violent behavior is tolerated as part of the game.<sup>7</sup> Rivalries and stiff competition also create strong tensions between opposing teams and clubs. This energy tends to translate to spectators where passion, aggression and the mix of alcohol provides a breeding ground for hooliganism, misbehaviour, and excessive

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<sup>5</sup> Refers to American Football

<sup>6</sup> The issues of gender and sexuality in sport go beyond the scope of this paper, but were mentioned to acknowledge that these barriers still exist.

<sup>7</sup> Fighting was seen as a “safety valve” to prevent more serious injuries caused by stick swinging. For more, see Klein, J. (2011, December) “Hockey’s History, Woven with Violence.” *New York Times*.

violence to take place. But fighting at sporting events isn't always violence for violence sake. Social scientists, like Richard Ward Jr. (2002), who have studied "fan violence," acknowledge the cross-cultural differences and sociopolitical and economic factors can influence the occurrence violent episodes (p.456).

Although sports are a place that can perpetuate patriarchal attitudes embedded in society, it can also be the place that can help break down these barriers and to begin to bring issues forward. Recently, several professional players from the National Hockey League (NHL) have taken a stand in support of equality and inclusion in sports. The You Can Play project ([youcanplayproject.org](http://youcanplayproject.org)) was created in honor of Brendan Burke, an advocate for LGBT athletes, who died in a car crash in 2010. His brother Patrick Burke, scout for the Philadelphia Flyers and father Brian Burke, general manager of the Toronto Maple Leafs founded You Can Play as a way to ensure, "LGBT athletes around the world are afforded equal opportunity, judged only by their talent, character and work ethic in their sport" (P. Burke, 2011). While the campaign will not completely eliminate homophobic attitudes in sport, it is a step in right direction, albeit a small one, it is progress towards greater change in professional and elite sport. It sends a powerful message for tolerance and acceptance to athletes of any gender or sexual orientation.

## Chapter 2

### SPORT FOR DEVELOPMENT AND PEACE

#### Development of SDP

The world of sport presents a natural partnership for the United Nations' system. By its very nature sport is about participation. It is about inclusion and citizenship. Sport brings individuals and communities together, highlighting commonalities and leadership and it teaches core principles such as tolerance, cooperation, and respect. Sport teaches the value of effort and how to manage victory, as well as defeat. When these positive aspects of sport are emphasized, sport becomes a powerful vehicle through which the United Nations can work towards achieving its goals (UN Inter-Agency Task Force, 2003, p. i).

Within the UN system, sport has long been included in the work of organizations such as the International Olympic Committee (IOC) and the UN International Labor Organization (ILO). The IOC was created in 1894 with the establishment of the modern Olympic Games. As the supreme governing body of the Olympic Movement, the IOC coordinates efforts of International Sports Federations (IFs), National Olympic Committees (NOC), and all Organizing Committees for Olympic Games (OCOGs). The IOC, which is governed by the Olympic Charter and guided by the Olympic values for excellence, respect and friendship, is dedicated to social responsibility based on the commitment to “build a better world through sport” (IOC, n.d.). In 1922, then IOC President Pierre de Coubertin partnered with the ILO in the creation of a resolution that would cap work days to eight hours in order to acknowledge the importance of leisure time for recreation and physical activity of workers. The resolution was adopted at the 1924 International Labor Conference (UNOSDP, 2012). While this partnership

demonstrates early efforts by international sports organizations and UN agencies in the use of sport for social and economic development, viewing sports through an international human rights framework as a “fundamental right for all,” helped to push forward the movement which acknowledges the important value of sport for peace and development.

Momentum for the movement came when the United Nations Office of Sport for Development and Peace (UNOSDP) was established in 2001 by then Secretary-General, Kofi Annan who appointed former President of the Swiss Confederation, Adolf Ogi, as the first Special Adviser on Sport for Development and Peace (UNOSDP, 2012). In 2002, the Inter-Agency Task Force<sup>8</sup> was formed combining various UN organizations whose work included the use of sport, in order to facilitate a more cohesive effort within the UN system. In 2004 the Sport for Development and Peace International Working Group (SDP IWG) was created to promote policy recommendations to national governments for the use of sport within their national and international development policies (UNOSDP, 2012). The United Nations Office on Sport for Development and Peace defines Sport for Development and Peace (SDP) as “the international use of sport, physical activity and play to attain specific development and peace objectives” (SDP IWG, 2008, p. 3). Within the context of Sport for Development and Peace, under Article 2 of

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<sup>8</sup> The [Inter-Agency Task Force for Sport](#) includes the International Labor Organization (ILO), United Nations Educational, Scientific, and Cultural Organization (UNESCO), World Health Organization (WHO), United Nations Development Programme (UNDP), United Nations Volunteers (UNV), United Nations Environmental Programme (UNEP), United Nations High Commissioner for Refugees (UNHCR), United Nations Children’s Fund (UNICEF), United Nations Office on Drugs and Crime (UNODC), United Nations Programme on HIV/AIDS (UNAIDS) and is chaired by UNOSDP.

the European Sports Charter (2001) sport is described to mean “all forms of physical activity which through casual or organized participation aim at expressing or improving physical fitness and mental well-being, forming social relations or obtaining results in competition at all levels.” A similar definition was adopted by the United Nations in a report by the Inter-Agency Task Force on Sport for Development and Peace (2003), in which sport is defined as, “all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games” (p. i).

Definitions for development are based on the United Nations Development Programme’s Human Development Index. The index shifted the focus from economics towards human development and growth. Described by the creator, Mahbub ul Haq, he noted, “The object of development is to create an enabling environment for people to enjoy long, healthy and creative lives” (“About Human Development”, n.d.). Annual Human Development Reports provided a summary index of a country’s contribution to human development. The 2011 report calculated the Human Development Index of 187 countries and territories, based on three dimensions, health, education, and living standards. These dimensions are then determined based on indicators: life expectancy at birth for health, mean years of schooling and expected years of schooling for education and gross national income per capita to determine living standards.

Based on this report, development programs can be developed based on a country's need according to the index.

Recognizing the ability of sports as a useful and cost-effective way to contribute to development and peace, the United Nations has taken a large role in promoting the value of sport and encouraging its use in activities within the UN system and within the international community. While the involvement of sport with peace and development had been established early (as mentioned previously) formal acceptance of the power of sport has been much more recent (SDP IWG, 2008, p.3). See Appendix A for a historical timeline highlighting milestones and important events of Sport for Development and Peace.

### **Sport as a Tool: Achieving the UN Millennium Development Goals**

Under SDP, sport is seen as more than a form of entertainment and instead as a legitimate tool to achieve development objectives. In particular, sport is seen as being able to contribute to achieving the Millennium Development Goals (MDGs) outlined in the UN Millennium Declaration. The Declaration, which was adopted by the United Nations in September of 2000, was designed to address the challenges facing the international community. A framework of 8 goals, 18 targets and 48 indicators<sup>9</sup> were created to guide the global initiative that

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<sup>9</sup> See <http://unstats.un.org/unsd/mdg/Resources/Attach/Indicators/OfficialList2008.pdf> for the Official List of MDG Indicators (2008)

committed the United Nations and the international community to achieve the target of ending poverty<sup>10</sup> by 2015. The eight MDGs are as follows:

- Goal 1: Eradicate extreme poverty and hunger
- Goal 2: Achieve universal primary education
- Goal 3: Promote gender equality and empower women
- Goal 4: Reduce child mortality
- Goal 5: Improve maternal health
- Goal 6: Combat HIV and AIDS, malaria and other diseases
- Goal 7: Ensure environmental sustainability
- Goal 8: Develop a global partnership for development

While on its own, sport would be unable to achieve all of the MDGs, the UN Inter-Agency Task Force on Sport for Development and Peace identified the strong potential of sport to be integrated into programs to promote health, education, peace building, HIV/AIDS awareness, sustainable development, and international cooperation.

Outside of the UN system, international support for the use of sport in pursuit of the MDGs has come from organizations in the development community and research institutes like the Swiss Academy for Development (SAD). Founded in 1991, SAD is a non-profit organization and research institute based in Biel, Switzerland. The organization brings together theory and practice through their “practice-oriented” research which is guided by five principles: an

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<sup>10</sup> This commitment has become known as the “End Poverty 2015 Millennium Campaign”, see <http://www.endpoverty2015.org/goals>.

interdisciplinary focus, a participatory approach, cultural sensitivity, the transfer of knowledge, and quality assurance through monitoring and evaluation (SAD, 2012.). In 2003, the institute launched the International Platform for Sport and Development ([www.sportanddev.org](http://www.sportanddev.org)), an online hub dedicated to the field of “sport and development.” That same year, SAD helped organize the first International Conference on Sport and Development in Magglingen, Switzerland, which brought together individuals, organizations and federations in the sports community with governments and UN agencies.

Support has also come from more non-traditional transnational actors including those in the private sector, sports federations, and civil society (Levermore, 2008). Based out of the United States, the National Basketball Association (NBA) contributes to domestic and international outreach through the NBA Care Community Caravan. While several local initiatives contribute to youth and communities within the United States, the NBA also maintains a strong international presence. During the 2010 season the organization boasted a record, 84 foreign born players representing a multitude of countries including France, Croatia, Spain, Nigeria, Russia, Montenegro and Turkey. Due to the sports appeal in both the US and abroad the organization created the international outreach program, Basketball without Borders (BWB), a joint initiative between the NBA in the United States and the International Basketball Federation (FIBA). Since 2001, the program has brought together over 1000 young athletes from 100 different countries around the world. Players, coaches and staff from both the



NBA and FIBA run the four day camps where basketball games are intertwined with educational workshops teaching leadership, health education, sportsmanship and HIV/AIDS awareness and prevention (Basketball without Borders, n.d.).

Working on a greater international platform to support SDP initiatives is the Fédération Internationale de Football Association (FIFA). As the governing body of the world's most popular sport, FIFA makes their role in social responsibility visible and comprehensive with numerous advocacy and awareness campaigns including support for anti-racism, protecting the environment, and fair play.

Utilizing the global popularity and the world's love for the "beautiful game,"<sup>11</sup> FIFA has been able to promote values of unity, education, culture and humanitarianism stating:

"Football is no longer considered merely a global sport, but also a unifying force whose virtues can make an important contribution to society. We use the power of football as a tool for social and human development, by strengthening the work of dozens of initiatives around the globe to support local communities in the areas of peace building, health, social integration, education and more" (FIFA, n.d.).

While FIFA has partnered with less socially-conscious corporations like Coca-Cola, the financial independence of FIFA affords the organization the ability to work in a number of diverse fields and to focus on several important issues.

FIFA's most recent program includes 20 Centers for 2010, which was the official

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<sup>11</sup> Phrase associated with the game of association football (also known as soccer). Origins of the phrase are unknown.

campaign for the 2010 FIFA World Cup in South Africa. The campaign focused on establishing 20 Football for Hope centres in various communities in Africa to help promote health and education through the sport of football. FIFA has also partnered with other leading international organizations such as the World Health Organization (WHO) for “Kick Polio out of Africa” and “Smoke-Free Soccer” campaigns, with UNICEF to promote gender equality and education “Goals for Girls!” and with the International Labour Organization (ILO) for their “Red Card to Child Labour” campaign (FIFA, n.d).

### **Critical Reception of SDP**

The often cited cross-cutting nature of sports has been reflected in the diversity of the scholarship which has been represented by academics in Social Sciences (Houlihan, 1997; Giulianotti, 2010), Psychology (Schwebel, 1996), Philosophy (Reid 2006,), International Development Studies (Darnell, 2010), Sports Management (Levermore, 2008; Coalter, 2010), Sociology (Hartmann & Kwauk, 2011), and Physical Education & Health (Kidd, 2008). The geographical location of scholars contributing to the field has also varied with contribution from the Central and South America, Europe, particularly United Kingdom (Britain, Scotland, and Ireland), Canada, South Africa, Australia, and the United States (Sherry, 2010).

Early scholarly work, like that of Milton Schwebel (1996), who looked at the relationship of sports to peace and conflict, approached the subject lightly

when bridging sports with issues of peace building, international policy, and human rights. At the time sports remained a somewhat polarized concept with its profile of positive (and negative) impacts having not yet been fully explored. Schwebel (1996) noted, “Sports are a breeding ground for diverse behaviors ranging one pole from self-discipline, cooperative teamwork, and decent respect for one’s opponents at one pole to self-aggrandizement, virulently hostile competitiveness, and violence against opponents at the other pole” (p. 297). Though he recognized the potential for sport to contribute to peace, he did so with caution, acknowledging that the form it would take would be dependent on the behaviors that were encouraged (p. 299).

Momentum for the SDP increased within the United Nations, with 2005 proclaimed as the International Year of Sport and Physical Education (UN, 2005). The years following drew (and continues to draw) interest within the international community. The number of SDP organizations registered on the International Sport for Development Platform has grown from 166 organizations in 2008 (Kidd, 2008; p. 370) to 370 currently involved in SDP work (SAD, 2012). However, SDP had gained a much slower response from academics. Levermore (2008), who looked at 15 years of early *International Development Abstracts*, found only 12 out of the over 70,000 that gave any mention of sport (p.184). Absent from early literature, it was given only a cursory glance in more contemporary work (Levermore, 2008). Among the scholars writing on SDP, some were quick to contribute to the discussion in support of UN initiatives (see

Beutler, 2008), however, others were more apprehensive as Bruce Kidd (2008) truthfully noted, “despite the plethora of programmes, international conferences and endorsements, international SDP is still in its infancy, woefully underfunded, and completely unregulated” (p. 376). These sentiments were shared by others who found the lack of research and academic analysis resulted in “gaps of knowledge” (Levermore, 2008, p. 189), inability to identify efficient programs (Hartmann and Kwauk, 2011) and little or no understanding of the actual impacts of sport (Levermore 2011). This lack of evidence creates uncoordinated efforts where sport takes on what Coalter (2010) considers a “mythopoeic status” (p.296), in which the positive impacts of sport are romanticized and program goals are highly ambitious but poorly defined.

However critical the commentary has been by scholars on the limitations of SDP, none have proposed for the abandonment of SDP but rather encourage a more progressive approach (Darnell, 2010). Greater support for SDP is needed by governments in order to ensure NGOs and community groups have access to adequate funding and resources to ensure staffing of qualified personnel, appropriate planning and coordination of need-based programming (Kidd, 2008) and to prevent “mission drift” losing focus of objectives and goals for intervention for operation justification (Hartmann & Kwauk, 2011). There is also a need for stronger measures of monitoring and evaluation (Kidd, 2008; Levermore, 2011) but as noted by Coalter (2010) “Rather than seeking simply to assert sport’s almost magical properties, or commission ‘research’ that proves ‘success’

(however defined), what is required is a developmental approach based on the de-reification of 'sport', and a concentration on understanding the social processes and mechanism that might lead to desired outcomes for some participants or some organizations in certain circumstances" (p.311).

## Chapter 3

### SPORTS CHARITY TRAINING PROGRAM

#### **“Hope Rises From Loss”: Leukemia and Lymphoma Society**

The Leukemia and Lymphoma Society (LLS)<sup>12</sup> was founded in 1949, by Rudolph and Antoinette de Villiers after losing their 16 year old son to leukemia five years earlier. What began as a small family foundation has expanded to one of the world’s largest volunteer health organizations dedicated to funding research and providing patient services for blood cancers. With an estimated 1,012 533 people are currently living with or in remission of leukemia, (Hodgkin or non-Hodgkin) lymphoma or myeloma, the Society’s mission is to help find cures for blood cancer while improving the quality of life of those affected by the disease, both patients and their families (LLS, 2011).

With its roots in the northeast, the national headquarters for the society is located in White Plains, New York but the organization works in 59 chapters across the United States and Canada. In the southwest, the Desert Mountain States Chapter serves Southern Nevada, Utah, and Arizona. As a registered non-profit, the organization relies heavily on donations, grants and its fundraising programs to provide resources for research and patient services.

Since its inception, the Leukemia and Lymphoma Society has been committed to funding research for innovative treatments. In their 2011 fiscal year, LLS distributed over \$76 million to blood cancer research. The list below outlines how

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<sup>12</sup>Originally founded as the Robert Roesler de Villiers Foundation, the name was changed to the Leukemia Society of America in the 1960s before finally becoming the Leukemia and Lymphoma Society in 2000.

funding is divided between blood cancers type (Leukemia and Lymphoma Society [LLS], 2011):<sup>13</sup>

- \$18.2 million to Acute Myeloid Leukemia (AML)
- \$15.7 million to Non-Hodgkin Lymphoma (NHL)
- \$10.5 million to Myelodysplastic Syndrome (MDS) and Myeloproliferative Disease (MPD)
- \$9.8 million to Acute Lymphoblastic Leukemia (ALL)
- \$6.4 million to Chronic Lymphocytic Leukemia (CLL) and Small Lymphocytic Lymphoma (SLL)
- \$4.3 million to Chronic Myeloid Leukemia (CML)
- \$3.2 million to Hodgkin Lymphoma (HL)

These resources are essential in being able to make progressive strides in finding safer and more effective treatments for blood cancer patients. Much of cancer research relies on federal funding and researchers will opt for more conventional studies when applying for grants in order to avoid the red tape of federal bureaucracy. Non-profit organizations, like LLS, that focus on a single type of cancer can help to push boundaries and allow more focus on cutting-edge therapies and translational research, which allows the movement of ideas from the laboratory to clinical trials (Brant, 2011). With a focus on treatment-based research, LLS has contributed to funding major breakthroughs in blood cancer research, including most-recently Gleevec (LLS, 2011), considered a

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<sup>13</sup> For more information of the specific blood cancers listed see <http://www.lls.org/aboutlls/researchsuccesses/>

“revolutionary drug” for CML patients. When a blood cancer diagnosis was once always fatal, there have been significant increases in survival rates and an improved quality of life for survivors. While LLS organizes a variety of fundraising programs including the Light the Night Walk and Youth and School and Youth programs, in creating their most successful program to generate these much needed funds, LLS has taken a cue from the power of sport. Using a sports charity training model, the program combines the popularity of endurance sports with advocacy and fundraising for LLS.

### **Overview: Team in Training**

Team in Training (TNT) began in 1988 when a group of aspiring runners came together to train for the New York City Marathon. The program was spearheaded by Bruce Cleland whose 2-year daughter had been diagnosed with leukemia. In exchange for coaching, Cleland’s teammates helped raise money and awareness for their local LLS chapter. Together, the team raised \$320,000 for blood cancer research. Since then, TNT has trained more than 540,000 endurance athletes in completing full marathons and half-marathons, Olympic distance triathlons, century bike rides (100 mile) and hiking adventures. Breaking down the TNT sports charity training model developed by LLS, the program includes five important components:

- The Cause – finding a cure for blood cancer.
- Fundraising – funding for research and patient services.
- Training – marathon, triathlon, cycling, and hiking.



- The Team – coaches and teammates.
- End Goal – completion of a race or event.

As part of the Team in Training program, participants are equipped with professional, TNT-certified coaches who support athletes with customized training schedules, provide workshops on bike maintenance, running technique, and educate athletes on injury prevention, health, hydration and nutrition. All coaches are trained through a certification clinic presented by TNT's national coaching staff which includes former Olympian, Dr. Jack Daniels as the national running coach, five-time national cycling champion and author, Dr. Arnie Baker as the national cycling coach, and six-time Ironman champion, Dave Scott as the national triathlon coach (Team in Training [TNT], n.d.). Training occurs over a 16 to 20-week period, during which participants are required to reach a fundraising minimum set by LLS. Fundraising goals can range anywhere from \$2,200 to \$4,100 (or higher) with amounts based on needs of the event (location, training requirements).<sup>14</sup> The nearly \$1.2 billion raised by participants has been used to advance research and find new treatments and cures for leukemia, lymphoma, and myeloma. Funding has also helped to provide important education and patient services to cancer survivors and their families (Team in Training [TNT], n.d.). In exchange for raising funds, participants also receive administrative and logistical help in planning for their event, weekly workouts and the added benefit of a team atmosphere and support. Training seasons run through the entire year, with

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<sup>14</sup> Typically events requiring travel will have a higher fundraising minimum.

options to join in any of the spring, summer, fall, or winter seasons and with over 200 international, national, and local events to choose from. Training schedules vary depending on the event, but typically for the more popular events like the triathlon and marathon teams will meet between 2-3 per week for team practices with additional training options suggested by coaches depending on participant experience and athletic ability. For the Desert Mountain State Chapter spring and summer teams, the marathon team meets every Saturday morning with an option weekday practice. The triathlon team meets twice during the week for a swim practice and a track practice and on Saturday mornings for a team cycle ride (M. Miller, personal communication, January 25, 2012; M. Brauner, personal communication, March 21, 2012).

However, attendance to group training sessions, while encouraged, is not mandatory. Training is designed to be flexible in order to accommodate the wide variety of participants the program draws, from experienced endurance athletes to the many who are beginners in their event, to the sport, and even those who are new to exercise in general (TNT, n.d). Coaches are trained to help first time participants ease into the program by creating customized training schedules based on ability and experience, but can also help more experienced athletes improve their pace and technique. Outside of the scheduled practice days, participants are given a schedule with shorter workouts, cross-training, and suggested rest-days.

Certain sports and activities, because of their global appeal, accessibility, or affordability, lend themselves effectively to Sport for Development and Peace programs with sports like association football (soccer) and basketball widely used (SDP IWG, 2008). But given the popularity and ease of participation in running and athletics, endurance sport has also found its place within SDP.

### **Running and Endurance Sport**

*“You don’t stop running because you get old’ the Dipsea Demon always said. ‘You get old because you stop running...’”*  
– Christopher McDougall, *Born to Run*

In their groundbreaking article, University of Utah, Biologist, Dennis Bramble and Harvard University, Anthropologist, Daniel Lieberman (2004), claimed that the evolution of the human form was not merely a by-product of our ability to walk but derived from our capacity to run. The two assert that this contribution to human evolution is often overlooked due to the fact that comparatively, humans are poorer sprinters than other mammals. But Bramble and Lieberman emphasize that speed is not the only factor, but that our strength as runners lies in our endurance. Defined as “running many kilometers over extended time periods using aerobic metabolism” (p.345), Bramble and Lieberman say endurance running is unique to humans. Though they acknowledge that little research actually exists on the endurance capabilities of quadrupedal mammals they maintain that “no other primates other than humans are capable of endurance running” (p. 345). Hypotheses for our ability to sustain

long distances are attributed to early hunters and gatherers, where running helped in their pursuit of prey. Before the inventions like the bow and arrow, hominids were able to outrun other mammals who would eventually die of heat or exhaustion (p. 351). So when exactly did our need to run for survival turn into a desire to run for sport?

The history of the marathon dates back to Ancient Greece when, according to legend, a messenger by the name of Pheidippides ran first from Marathon to Sparta seeking help from the Spartans for the Greek Army. He then was chosen to run 25 miles from Marathon to Athens this time to relay the news that the Persians had been defeated. Upon his arrival to Athens and his proclamation to rejoice, the messenger himself collapsed and died of exhaustion (“History of the Marathon”, n.d.). In honor of the Greek legend, the marathon was introduced in 1896 at the first modern Olympic Games in Athens. The following year, Boston became the first city to hold a marathon outside of the games. Held each year on Patriot’s Day in April, the Boston Marathon has since been the world’s longest running annual marathon (James, 2009, para. 2). But it was the New York City Marathon in 1976 that would shape the future of the urban marathon. The marathon had been started six years earlier, but in 1976 race organizer Fred Lebow designed the course to run through five-boroughs of New York City. This “citywide tour” sparked a trend for hundreds of cities to host annual marathons (Burfoot, 2007, p. 284) which spurred the “tourism” aspects of endurance races to be for promotion as well as participation.

The triathlon is a more recent endurance sport phenomenon with the first one taking place on September 25, 1974 at Mission Beach in San Diego, CA. The triathlon earned Olympic status in 1994 and debuted at the Sydney Summer Olympic Games in 2000. The official Olympic distance of the multi-sport event is a 1.5 km swim, 40 km bike ride, finished with a 10 km run (“History”, n.d.). The endurance triathlon or the Ironman debuted in Hawaii in 1978 when participants completed a 2.4 mile swim, 112 m bike ride, and culminating with full 26.2 m marathon. Today, the Hawaii Ironman remains as one of the most prestigious events to compete in and win (Ironman, n.d.).

Endurance sports continue to maintain popularity with hundreds of marathons, triathlons, and other forms of endurance racing taking place all over the world. For some events, it has become more than just a foot race, with additional elements that help create an experience for endurance athletes. The course of the Great Wall Marathon takes runners up, across and down the Great Wall of China, as runners experience the picturesque views of one of the great wonders of the world. For something more festive, there is the Marathon du Medoc in Pauillac, France, an extravagant gathering, complete with wine tasting, food, costumes and music. Similarly, The Escape from Alcatraz Triathlon draws a crowd of more than 20,000 to watch participants mimic an escape from infamous Alcatraz Island that once housed a maximum security prison, as they swim 1.5 miles back to shore in the first leg of the race. But the traditional tourism experience overlaps with more serious aspects of the endurance racer ethos and

identity in races like the Antarctic Ice Marathon which takes place at foot of the Ellsworth Mountains just a few hundred miles from the South Pole. Racers face the elements of ice, snow, wind chill and strong winds on top of a temperature of -20C and an altitude of 700 meters.

These endurance and running events bring together large numbers of people, the ING New York City Marathon had 44, 977 finishers (Running World USA, 2010). The London Triathlon and Hamburg City Man Triathlon are some of the largest in the world with around 12,000 registered racers each (Culp, 2010). Combine those figures with the thousands more staff, volunteers and spectators. The urban marathon helps to create favorable images for cities, as events bring together large crowds to the city centers. But for some it has become more of a parade than a race, and Nettleton and Hardey (2006) claim, “It is a spectacle that helps the city enter the national, if not world stage, confirming status and prestige suffused with images of fit bodies and healthy lifestyles”(p. 443).

However, because of its more solitary and competitive nature, connections between endurance sports and distance running with sport for development and peace as vehicles of social change has been less pronounced. But given the popularity of running and endurance events around the world, more attention should be given to the ways in which these sporting events could be included in support of the Sport for Development and Peace movement. The positive impact of physical activity and play cuts across the lines of all kinds and types of sport.

The greater diversity in types of sport used can only help to increase these impacts and benefits.

### **Endurance Sport for All**

Once a sport dominated by men, running and endurance events have become increasingly more accessible and inclusive. Its popularity has spread with greater representation from women, youth, and mature runners. While still in celebration endurance and competition, charitable connections have shown a more benevolent side of the sport. The sport raises money and awareness to fight cancer. It brings together groups to teach peace and tolerance. It encourages an encompassing range of participation, people of all ages, genders, religions, the able-bodied and the disabled. Access to endurance sport is relatively open. Running, in particular, is inexpensive requiring no formal structures and very little specialized equipment.

In recent years, participation in running and endurance sports has become more inclusive, beginning with the inclusion of women. The first female marathon did not appear in the Olympic Games until 1984. Women were also prohibited from participating in any running events outside of the games. But in the 1966 Roberta Gibb snuck onto the course of the Boston Marathon, finishing with an unofficial time of 3:21:40. In the year following, Katherine Switzer became the first woman to enter the Boston Marathon as a registered racer. Although women were not formally permitted, Switzer's sex was not requested on

the entry form. When organizers realized she was a female they tried to prevent her from completing the race, but the protection of others enabled her to successfully complete the course; a pivotal moment credited with paving the way for other female marathon runners including Joan Benoit Samuleson, who went on to win the Boston Marathon in 1979, 1983 and eventually became the first gold medallist in the women's Olympic marathon when the sport debuted in 1984 (Pate & O'Neill, 2007, p. 295).

With the participation of both genders, inclusion has expanded to racers of all ages. Winter Vinecki started competing in triathlons at the age of nine, after her father had been diagnosed with a rare and aggressive form of prostate cancer. Since then, now at the age of thirteen, Winter has founded her own non-profit Team Winter. She continues to compete around the world, but uses racing as a platform to raise money for prostate research and awareness about the disease (Team Winter, n.d.). But distance running and endurance events are not only for the young, but the young at heart. Master athletes (those 40 and older) have long since been a part of the sport. John A. Kelley, competed in 58 Boston Marathons, running his final one in 1992 at the age of 84. In October 2011, Fauja Singh became the oldest person to finish a full-marathon in Toronto, Canada at the age of 100, in a time of 8:25:16.<sup>15</sup>

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<sup>15</sup> Singh was not accepted into the Guinness Book of World Records for this achievement since being from a farming village in India could not produce original documentation of birth records though his British passport and earlier Indian passports list his birth date as April 1, 1911. See Jolly (2011), "For the Record", *India Today*.



Participation in sport by disabled persons began with medical rehabilitation, in which physical activity boasted positive physiological and psychological benefits to paraplegic hospital patients. It has since moved beyond simply rehabilitative purpose to include participation in sport for recreation and competition (McCann, 1996, p. 279). The first organized event for disabled athletes came in 1960 when the first Paralympic Games were held in Rome. This was followed by the first International Special Olympics, which were held in 1968. Although separate organizations both the Special Olympics and the International Paralympic Committee are recognized by the IOC. The Special Olympics provides year-round sports training and competition for athletes with intellectual disabilities (Special Olympics, n.d). The Paralympic Games are focused on elite level competition include athletes with spinal injuries but also amputees, the visually or intellectually impaired, and athletes with cerebral palsy or multiple sclerosis (International Paralympic Committee, n.d.).

With advances to prosthetic limbs and specialized equipment, amputee and wheelchair athletes participate in numerous running events including marathons, ultra-marathons, and triathlons. Dick Traum was the first disabled runner to complete a marathon when he ran the NYC Marathon fitted with a prosthetic leg (Tresemer, 2007). Traum went on to found Achilles International ([www.achillesinternational.org](http://www.achillesinternational.org)), a track club for persons with all types of disabilities, including programs for disabled children, injured war veterans, and the blind (Achilles International, n.d.).

## **Endurance Sport for Development and Peace**

Running and endurance sports, however, claim an important stake in furthering the Sport for Development and Peace movement. Two marathon runners, Paul Tergat (Kenya) and Yuko Amori (Japan) have been appointed as ambassadors in the United Nations Goodwill Program. Tergat serves as UN Ambassador against Hunger for the World Food Program. As a young boy, Paul was introduced to the WFP School Meals Program. Holding titles as a two-time 10,000 meter silver medallist (Atlanta, 1996; Sydney, 2000), he became an ambassador in 2004 to the same program he credits as giving him the strength and nutrition he needed to become a world class distance runner. United Nations Population Fund (UNFPA) Goodwill Ambassador, Yuko Arimori is an Olympic silver medallist for Marathon (Barcelona 1992). After becoming the first female medallist from Japan, Yuko went on to found “Hearts of Gold”, a non-governmental organization that uses sport to encourage active participation in sports for those who are handicapped.

In partnership with the Khmer Amateur Athletic Federation and the National Olympic Committee of Cambodia, Hearts of Gold has also helped to organize the Angkor Wat International Half Marathon in Cambodia since 1996. After decades of war, Cambodia is a country with some of the highest numbers of landmine casualties in the world. According to the most recent reports by the Cambodia Mine/UXO Victim Information System (CMVIS), at the end of 2010 mine and explosive remnants of war (ERW) casualties reached 63,815 (19,576

had been killed and 44,239 injured) since 1979 (Landmine Monitor, 2011). The Half Marathon helps to raise awareness for landmine survivors and raise funds for prosthetic limbs. The race includes the men's and women's half marathon as well as a 21 km wheelchair race ("Angkor Wat International Half Marathon", n.d.).

Around the world similar races are taking place in the name of peace and development. Some events enjoy a more relaxed atmosphere, such as the peace runs organized by Shoe 4 Africa. Shoe 4 Africa is a non-profit organization created by marathon runner and coach, Tony Tanser, to promote AIDS awareness through sport by using running events and races as platforms to educate communities. The organization began by distributing running shoes and clothing to athletes in Kenya. Commonwealth Games Marathon Champions Robert Naali (2002) and Samson Ramadhani (2006) had both been recipients of shoes from the Shoe 4 Africa program before going on to win their respective races. In 2006, the organization put on the very first Peace Race, the largest all women event in the country. After the inaugural race in Kenya, future races were held in Tanzania and Morocco (Shoes 4 Africa, n.d.).

Other events are more structured and abide by the rules of a regulated race. Each year, under the auspices of the University's Institute of Peace Leadership and Governance (IPLG), is the Africa University (AU) International Peace Marathon. Located in the Eastern highlands of Zimbabwe, Africa University (AU) brings together staff and students from the African continent. Held the last weekend each September, the event seeks to promote peace and

development through various events including a 42 km marathon, 21 km race, 10 km wheelchair race and 5 km and 500 m fun runs for primary and pre-school children. Participants include local and international athletes that come from diverse ages, ethnicities, and social classes. Athletes competing in the race are eligible for cash incentives. Winners of the 42 km race can take up to 4000 USD, which AU hopes individuals will be able use prize money to improve conditions of individuals and their communities (Dzathor, 2003, p. 11).

Other events are entirely non-competitive, such as those events at the John Paul II Pilgrims of Peace Games. This past October marked the 8<sup>th</sup> annual Peace Race from the Church of the Nativity in Bethlehem to the Notre Dame complex in Jerusalem. Sponsored by the Vatican Pilgrimage organization, Opera Romana Pellegrinaggi, the 12 kilometer run brings together Italian, Palestinian and Israeli runners to promote peaceful co-existence in the region among those of different religions. The run is honor of the late Pope John Paul II, a supporter of the use of sport to achieve peace.

As he noted in his Homily for the Jubilee of Sports People in Rome in October 2000:

“Because of the global dimensions this activity has assumed, those involved in sports throughout the world have a great responsibility. They are called to make sports an opportunity for meeting and dialogue, over and above every barrier of language, race or culture. Sports, in fact, can

make an effective contribution to peaceful understanding between peoples and to establishing the new civilization of love” (para. 7).

The JP II Games are considered a pilgrimage-marathon. The non-competitive run encourages participants to come together to bridge the distance between Bethlehem and Jerusalem as pilgrims, athletes and people from the community share in the experience.

### **Charity Running and Sporting Events**

There has been a long history of endurance sports and philanthropy, dating back to 1978 when Dave McGillvary ran across the United States in an effort to raise funds for the Dana-Faber Cancer Institute. Two years later, the charity running flame would be ignited by a Canadian teenager. Terry Fox was born in Winnipeg, Manitoba but while growing up in Port Coquitlam, British Columbia on the west coast, he was diagnosed with bone cancer at the age of 18. After having to amputate one of his legs, Terry was fitted with a prosthetic limb. Not letting cancer or his disability stop him, he set out on a mission to run across Canada in hopes of raising money for cancer research. On April 12, 1980, Terry Fox’s “Marathon of Hope” began on Canada’s east coast in St. John’s, Newfoundland, headed westbound back to his home in British Columbia. Covering about a marathon a day, he ran for 143 days and covered 53 373 km (3, 339 miles) before his cancer had spread to his lungs. On June 28, 1981 Terry Fox died at the age of 22. While the cancer did not allow him to complete his cross-country journey, Terry Fox left behind a legacy on charity running. Organized by

a foundation created in his namesake, the annual Terry Fox run held in Canada and around the world has raised over 500 million dollars for cancer research ([terryfox.org](http://terryfox.org)). Other organizations have followed in his footsteps and in the United States, along with the Leukemia and Lymphoma Society and Team in Training, other large athletic charity programs include the American Cancer Society's Relay for Life ([relayforlife.org](http://relayforlife.org)) and the Susan G. Komen Run/Walk for the Cure ([Race for the Cure](http://Race for the Cure)), events that bring in millions for cancer research each year.

According to Running USA statistics (2012), 2011 saw a record high of 518,000 marathon finishers. While there are no statistics available for the exact number of charity runners among these finishers, partnerships with charities has helped to create a major boom for running and endurance events around the world (Robbins, 2010). The success of charity running is not only bringing prominence and attention to endurance sport, but it is bringing with it a significant financial contribution to charitable causes. In 2011, the ING New York City Marathon brought in \$34 million in fundraising dollars for the race's 200 plus official race charities ("Running for Charity", n.d) . According to research by the Run Walk Ride Fundraising Council (2012), the top thirty athletic event fundraising programs brought in 1.69 billion dollars in gross revenue for charities in 2011.

Of course, not everyone is in support of charity running. In many of the more popular races, entrant space can be limited and participants have to meet strict qualifying times or hope to win a spot through the event's lottery. Charities

will buy places in these events in the hopes of drawing fundraising dollars from coveted race spots. For several participants, participation in a certain race is contingent on their involvement with a charity and likely their only way to participate. But elite runners see charity spots as filling up already limited slots for events. Charity spots also tend to attract less competitive athletes with goals to just get to across the finish line. Runners are encouraged to go at their own pace often completing races in a much longer time period (7 or 8 hours) than most seasoned runners (Robbins, 2010).

However a charitable connection in endurance sport does not only provide financial benefit to organization but can have positive impacts on individuals. The completion of an endurance event can be a major personal achievement and a life changing experience for participants. Individuals participating in running and endurance events are often driven by philanthropic attitudes and the desire to help a good cause (Bennett, Mousley, Kitchen, and Ali-Choudhury, 2007) but through their training process are able to find other benefits (Won, Park & Turner 2008). Through the sports charity training model, like that used by TNT, running programs are able to provide with healthy outlets and productive methods of dealing with emotions as well as park a love of running and endurance events in individuals and give participants a foundation to continue in the sport (Brant, 2011).

## Chapter 4

### IMPACT OF TNT PARTICIPATION

#### Methodology

This study intends to identify the ways in which the TNT sports training and fundraising model could be applied to SDP program initiatives in order to address important social issues. Looking at the relationship between sports and human rights, the study was inspired by the Leukemia and Lymphoma Society's Team in Training model to look at how endurance sports is used for personal and social change and how programs like it could be used in other capacities in regards to Sport for Development and Peace. Using a qualitative approach, the study utilizes in-depth interviews focused on the experiences of current and past TNT members in order to identify:

- 1) Specific reasons why participants decided to join the program (over training on their own).
- 2) Perceived benefits (and costs) of combining endurance training and charity fundraising with personal life goals and challenges.
- 3) If the participant experienced any significant life change as a result of their participation and what factors contributed to it.

To ensure that participants were able to give a full depiction of their personal experience in the TNT program, in-depth interviews were focused and semi-structured. This use of the semi-structured interview allowed for "*flexibility* and the discovery of *meaning*, rather than standardization" (May, 2001, p.125). A set



of 10 questions were used to guide interviews with each participant. Questions varied slightly depending if the individual was just a participant or part of TNT staff. The questions, as seen in Appendix D, addressed how individuals first became involved with endurance sports, their reasons for participating in the TNT program, and what impacts (if any) participation had on their lives. While questions helped to guide discussion, participants were encouraged to share their own personal narratives and stories. Interviews were between 40 minutes to an hour in length. Due to the small sample size, pseudonyms are used, labeled as Participant 1- 8. In all reports, personal details are excluded or adapted to protect individuals from becoming identifiable. A short demographic questionnaire was also included for each research participant.

My role as the researcher was as a non-participating observer. Knowledge of the TNT program was acquired from an in-person meeting with the campaign director where I was given an information packet and fact sheets, research on the LLS and TNT website, and by observing team practices.

### **Recruitment and Sample**

Reasons for individual participation with the TNT program can vary and in most cases are shared amongst teammates and detailed on fundraising pages. Participants were included on a volunteer basis, selectively approached with the help of LLS and TNT staff after endurance events or at team practices. Upon first meeting interested participants who volunteered contact information were sent an

initial email providing more information regarding participation in the study (see Appendix B and C for copy of initial contact email and written consent forms sent to participants). Participants were also able to reach out to TNT staff or contact the researcher directly in order to arrange an interview. Once individuals expressed interest in participating (either through a direct email to the researcher or by replying to the initial contact email), a meeting time was arranged for the interview. The interviews ( $n = 8$ ) were each conducted on a single occasion and all were done with an in-person meeting. Time and location of each interview depended on the preference and work/life schedule of participant. Some interviews took place before swimming practice sessions at the Sports Recreation Complex at the Arizona State University campus or at the home or workplace of participants. All interviews were digitally recorded (with consent) using an audio device, then transcribed in verbatim.

Participants only needed be part of a team currently training for an upcoming event and/or who have completed an endurance event with TNT's Desert Mountain State Chapter, within the last two years.<sup>16</sup> Two participants were male and six were female,<sup>17</sup> they ranged in age from 24 – 52. Of the eight, one participant was currently training for their first event, two had recently completed their first (and only) event with TNT, and the other five were repeat participants (in two or more events with TNT). Half the participants (4) were relatively

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<sup>16</sup> Time frame of two years was selected to ensure that the experience of participants was reflective of current operation of the TNT program for the Desert Mountain State Chapter.

<sup>17</sup>The particular season teams had a far greater male representation than previous teams, but males were less reliable in coordinating interviews for research.

inactive and had not been involved in any sports or physical activity prior to their first event with TNT. The other half (4) maintained an active lifestyle before getting involved with the program, either participating in other team sports or some other type of exercise or physical activity. Two of these four had competed in other running and endurance events before signing up with TNT.

### **Analysis**

A thematic analysis, the “encoding of qualitative information” (Boyatzis, 1998) was utilized for each narrative in order to categorize data and make connections based on similar concepts and themes across the individuals’ narratives. The process of coding the data followed the stages outlined by Fereday and Muir-Cochrane (2006), based on a hybrid approach to thematic analysis, combining the inductive approach of Boyatzis (1998) and the template approach of Crabtree and Miller (1999), in which the researcher develops a template prior to an in-depth analysis of the data which can include a “preliminary scanning of text” or be “a priori, based on the research question and theoretical framework” (Fereday and Muir-Cochrane, 2006, p. 4).

**Coding the data.** For this study, the template was guided by an initial reading of transcripts to detect key terms. This was combined with motivational factors for participation in charity sporting events identified in two separate studies, conducted by Bennett, Mousley, Kitchen, & Ali-Choudhury, (2007) and by Won, Meungguk, & Turner (2008). Preliminary labels were created based on

motivational factors identified in both studies. Measures for Won et al. (2008) were created based on sport motivation and donor motivation literature and participant feedback (p. 27). A list of 15 motivational dimensions was identified but only 12 of the 15 were relevant for use in coding for this study. Other motivational dimensions were related to specific charities used in the research (American Cancer Society and Relay for Life). Bennett et al. (2007) established a list of 10 motives, also based on prior research in the field.

The 10 motivational factors listed in Bennett et al. (2007) and the 12 motivational factors from Won et al. (2008) studies were used only as a guideline to help identify preliminary labels for initial coding of the data. As seen in Tables 1.1 – 1.4, similar motivations listed in the studies were grouped under four labels in order to help categorize the interview data. In Table 2, the labels were further subdivided based on specific mentions found in the data.

Table 1.1

*Initial Coding Based on Motives for Participation: Philanthropy*

Preliminary Label	Bennet et. al(2007)	Won et al. (2008)
Philanthropy	<ul style="list-style-type: none"> <li>• Involvement with charity</li> <li>• Desire to experience helper's high</li> <li>• Feels a duty to participate</li> </ul>	<ul style="list-style-type: none"> <li>• Good cause</li> <li>• Altruism</li> <li>• Help people suffering from Cancer</li> <li>• Celebration</li> <li>• Making strides</li> </ul>

Table 1.2

*Initial Coding Based on Motives for Participation: Health*

Preliminary Label	Bennet et. al(2007)	Won et al. (2008)
Health	<ul style="list-style-type: none"> <li>• Desire to pursue a healthy lifestyle</li> <li>• Involvement with sport</li> </ul>	<ul style="list-style-type: none"> <li>• Sport</li> </ul>

Table 1.3

*Initial Coding Based on Motives for Participation: Social*

Preliminary Label	Bennet et. al(2007)	Won et al. (2008)
Social	<ul style="list-style-type: none"> <li>• Desire to mix socially</li> <li>• Desire to experience fun and enjoyment</li> </ul>	<ul style="list-style-type: none"> <li>• Family needs</li> <li>• Reference groups</li> <li>• Entertainment</li> <li>• Socialites</li> <li>• Collaboration</li> </ul>

Table 1.4

*Initial Coding Based on Motives for Participation: Goals/Challenges*

Preliminary Label	Bennet et. al(2007)	Won et al. (2008)
Goals/Challenges	<ul style="list-style-type: none"> <li>• Desire to experience physical and mental stimulation</li> <li>• Exhibitionism</li> <li>• Attracted to status of event</li> </ul>	<ul style="list-style-type: none"> <li>• Achievement</li> </ul>

Sources: Tables 1.1. – 1.4 adapted from Bennett et al. (2007) and Won et al. (2008)

After the initial labels were identified, they were applied to interview data in order to identify significant sections of text. During this process, inductive codes were developed as they were observed from parts of the text and as Fereday and Muir-Cochrane (2006) found, these codes could either be “separate from the predetermined codes or they expanded a code from the manual” (p.7 with references to Boyatzis, 1998). A fifth label, Reaction to Adversity, was

determined from interview data to describe individuals who had overcome a personal hardship or a traumatic experience. The original four labels, identified in Tables 1.1 – 1.4, along with the new fifth code were further subdivided into thirteen codes, as shown in Table 2.

Table 2

*Development of Codes and Labels*

<b>Label</b>	<b>Sub-Label</b>	<b>Code</b>
Philanthropy	Charity	P-CHAR
	Cancer/LLS	P-CAN
	Self	P-SELF
	Honor	P-HON
Health Sport	Fitness/Stay in Shape	HLTH
	Interest in Endurance Sports	SPT
Social	Fun/Entertainment	SOC – F/ET
	Team	SOC – T
	Friendships	SOC – R
Goals/Challenges	Recognition	G/C – R
	Personal Achievement	G/C – PA
Reaction to Adversity	Exp. Obstacles/ Loss of Control	RTA – C
	Change/Growth	RTA – C/G

## Chapter 5

### FINDINGS

#### Identifying Themes

The program's success in training individuals to complete an endurance event and meeting their targeted fundraising goals are obvious, but once all the interview data had been coded and key pieces of text were documented, the physical, mental, and emotional impacts of the TNT program were clearly identifiable. However, while some key sections reflected only a single code, many were reflective of more than one and as a result were double-coded. Themes were identified based on these codes and as such, many of the themes are closely related or interconnected.

Parts of the text that were coded under "philanthropy" included mentions of LLS, connections to cancer, or being a part of a good cause. These mentions shared an underlying theme of a *desire to help others*. Text coded under "sport and health" and sport described mentions of an interest in endurance sport and wanting to stay fit. Participants acknowledged the positive mental and physical effects of their participation which drew the theme of *maintaining health and well being* from the data. Any text coded as "social" reflected the friendships, impacts of social outings, and the importance of being part of a team. These mentions in large part fit under the theme of *creating meaningful relationships*. But the mentions of the social aspect of the program were also linked to the theme of *personal growth*. This theme was also drawn from text coded under

“goals/challenges”, which identified personal goals individuals wanted to achieve. Text coded under “reaction to adversity” were linked to overcoming personal hardship and given the theme of *healing and acceptance*. Full definitions and indicators for each label can be found in Appendix E with discussion of the potential for the TNT sports training charity model to be applied to SDP is found below and addressed further in the subsequent chapter.

**Desire to Help Others.** Looking at how participants first became involved with TNT, responses were consistent with the research that identified the main motives for participating in a charity event were for philanthropic reasons (Won et al., 2008) and to be involved with a good cause (Bennett et al., 2007). However, as Won et al. (2008) note, this can be multidimensional with the desire to help expressed in different ways depending on circumstances of the individual. For some, it was simply out of a desire to do something good, as one participant expressed:

“I think I was looking for a bigger reason to train since I was going to be doing it anyway, I might as well, you know, raise money for a good cause.” (Participant 8)

For others, philanthropic motivation came from a more personal space with a stronger connection to the mission and goals of the Leukemia and Lymphoma Society. Having lost family members to blood cancer and unable to provide any sort of tangible help or medical treatment, one participant discussed their frustration saying,

“I still had a nagging feeling of being helpless. The cancer diagnosis affects someone else, but I’m not a doctor, I can’t give you chemotherapy,



I can't give you surgery, I can't do anything other than sit by and watch.”  
(Participant 5)

These feelings of “helplessness” then became motivation for participants to want to find other ways to help. As one participant expressed, being a part of TNT and fundraising for LLS provided a way for them to give back.

“We wanted to do it to help, just to be involved in it and help raise money for research. It was pretty devastating, especially for my husband, when his brother died. I noticed a lot of people involved have some personal connection to it, was what my take on it was. When someone close to you dies, you feel like you want to do something. It's just a way to feel like you're doing something.” (Participant 7)

Running and endurance sport provides a unique outlet for individuals to channel emotions. Emotions like anxiety, depression, frustration or aggression be channeled through the act of exercise and physical activity, but there are few sports that provide the opportunity to dedicate participation to a loved one. Individuals and teams can train and race in celebration of survivors or in honor of loved ones they have lost. For team members who had family members suffering from cancer, their efforts in fundraising, advocating, and participating in TNT allowed them to find their own way to express their feelings.

“My father was diagnosed with colon cancer and he lived in Atlanta and I was here in Arizona, it was one of those things here there wasn't much I could do from half the country away and for that year and a half he was in treatment, you kind of feel helpless. So in that small little way, I thought this would be my way of supporting him and research.” (Participant 6)

“With the disease, you don't really know what the next day is going to bring. That can be mentally draining in and of itself. But my dad supported me; both my parents have supported me my whole life. It's kind of a way to...not give back...because you can never really repay your parents for what they've done for you, but to say thank you.” (Participant 4)

The TNT program also provided participants with a platform to be able to share their personal stories. The endurance sport and training process provide a comfortable space for team members by giving them a reason to open up about topics that might not otherwise be raised in their personal lives or within social circles. As one participant mentioned,

“We’re trying to move forward, so for me to actually share my story, personally it was very difficult. I hadn’t got up in front of a crowd and talked about Mark or my son in a long time, so to do that was really hard. But it gave me an outlet to bring him back. [...] It’s not something that I thought I would ever do. It ended up being really important.”(Participant 5)

Topics that might be considered taboo or negative are bridged with the positive experience of training, making their ability to share their story more meaningful.

As another participant expressed,

“It’s been something that’s not really talked about in the family. So I thought it would be a good way to a) bring about conversation of the topic so we could discuss it as a family and b) to help, you know, give back to people like my dad that are going through similar experiences.” [...] “I wrote a letter to all my family and friends and I included as part of my letter about my dad’s leukemia. None of my friends knew about it until I started doing this.” (Participant 4)

Regardless of their reasons and direct or in-direct connections, TNT team members are passionate about the fight against cancer and stay committed to the cause throughout their training.

“The truth is cancer doesn’t discriminate and the research for any kind of cancer – there’s a lot of overlapping treatments that come from research for different types of cancers. To me, if you’re closer to finding a cure for one, you’re closer to finding a cure for all.” (Participant 6)

As part of the TNT program, advocacy and awareness are also crucial components. Team members spend time learning about the cause, including visiting the research lab that their fundraising dollars support. The program also includes introducing patients and survivors as “Honored Heroes” to provide further inspiration for participants, as the TNT website notes, “By honoring a member in their own community and hearing their story firsthand, TNT participants are able to understand the true value of their fundraising efforts” (TNT, 2012). By speaking to patients, their families, and cancer researchers, participants became passionate about the cause.

“I found the mission after joining the program, I didn’t know much about leukemia and lymphoma and I didn’t know anyone affected by it. But as I met people, their reason for doing it became personal for me too and I think that’s really important for the success of these types of programs.” (Participant 1)

As individuals are able to learn about the cause, they in turn become advocates helping to raise awareness of the organization’s mission and goals.

“I like to educate people now. A lot of people didn’t know about leukemia, people thought it was just a childhood disease but it’s not. People get it at all ages. Educating people and making them aware is rewarding in itself.” (Participant 2)

**Maintaining health and well-being.** Participation in sports and activity can help to improve physical and mental health. Some participants come to the program already with a love for running or exercise while others did not even own a gym membership. But once part of the program, TNT team members maintain active lifestyles, following a weekly training schedule and educated on maintaining proper nutrition and hydration.

“If I didn’t do it, I’d probably go and sit on the couch and not do anything. I need a goal with my working out and going to the gym and doing the elliptical is not a goal. I need something to keep me motivated and I enjoy seeing the changes in my body from the beginning of the season to the end of the season.” (Participant 1)

Regular physical activity also helps to prevent obesity and reduces the risk of non-infectious disease, minimizing health costs for individuals. Those who participate in sports are also less likely to smoke and are less prone to alcohol or drug addiction. For one participant that battled alcoholism, training provided an outlet to quit drinking.

“I wanted to see who had more control, the alcohol or me. It quickly became apparent that it was not me. We’ve had several years of working up and down. But I can tell every time, exactly, if I was drinking I’m not training. When I stop, everything is good and I can go and I can do, I can do anything.” (Participant 3)

Sport and physical activity also helps to promote mental health and increases overall well-being by helping to relieve stress and create a more positive outlook.

“Exercise provided me with personal time and as a single parent, you don’t get personal time. But it was also a great stress reliever. Even after the triathlon, if I have a day where I’m frustrated, I will come home and I will get on the treadmill [...] because I’m not going to be the nice happy, wonderful mommy I’m supposed to be because I’m frustrated. So I need to go work some of that out. So that’s changed my household with how we deal with stress in my house. I think that has been a positive thing. My son has seen the positive influence, not only is mom not crabby, he understands that, when I’m a little frustrated, I need to go get on the bicycle, and he’s like ‘have a good time’, because he’s seen me come off the bike with a different mentality than when I got on.” (Participant 5)

**Creating Meaningful Relationships.** The development of social capital comes is derived out of a sense of belonging which can help to create cohesion and solidarity within a community (DeGraaf and Jordan, 2003 as cited in Sherry,

2010). This sense of community is built strong among TNT participants as they share in a challenging physical experience and by a mutual commitment to fight cancer.

“I would say the number one impact is probably the personal connections I’ve made, there’s no really denying that. I really do feel like this is a family. Because of that struggle you go through being a first time athlete or being in something bigger than yourself, the bond comes pretty quick and it’s pretty strong.” (Participant 6)

The process of training for an endurance sport can leave individuals in a very vulnerable state. Many are trying something new for the first time, entering unfamiliar territory, and going after something that is not only difficult but the chances of failure can be high. But as part of TNT, participants often found that these vulnerabilities are met with a trusting environment amongst teammates and coaches.

“You experience your success and failures in a group and the group will always bring you along. Just a natural team mentality, you know, ‘push yourself harder, you don’t want to be the last one in the pack, keep going, we’re not going to let you fall out on this run, we’re going to keep moving forward.’” (Participant 5)

While running and endurance sports are seen as highly competitive sports, aggression and frustration can be channeled into positive energy and the nature of competition is transformed into encouragement. In trying to reach personal goals, the group works at achieving them collectively through motivation, support, and holding each other accountable.

“You’ve got your team out there pushing you. You don’t want to miss practice because you don’t want to let your teammates down. Even though you are just training for yourself, you kind of want to be there for your

team, not only so that they can help push you but so that you can push back and help support them as well.” (Participant 4)

**Personal Growth.** *“A reluctance to take risk means closing oneself off from new experiences and spoiling the satisfaction of overcoming obstacles” – (SDC, 2005).*

At its most basic level, sport provides individuals with something to do. But it does not stop at simply at filling up free time. Participation in sport can help one develop cognitive, motor, and social skills. It provides the ability to cultivate skill areas and fully develop one’s personality that may not be utilized in other areas of our lives, such as managing conflict or taking on leadership roles. Sport teaches individuals to be self-competent and aids in increasing confidence and self-worth. Often described as a “life-changing” experience, through the TNT program and participation in an endurance event, team members are able to set and achieve personal goals. The combination of “high-quality direction, emotionally charged experiences, and exciting challenges,” in addition to positive feedback and encouragement is essential in creating a sense of accomplishment for individuals (SDC, 2005). This was expressed by several participants, whose positive experience aided in their own self-development.

“The idea of seeing people average like me that were not what I would consider an athlete, I was not an athlete or an athletic person, just seeing these people complete something, this thing that was so monumental at the time, I never thought I would be swimming, running, and biking for all of these distances. [...] I see these people could do it and seeing if I could do it and challenging myself in that way.”(Participant 6)

“I went from being helpless to feeling very much hopeless. So TNT kind of gives you that hope of, yes I can raise money, I can set goals, I can

accomplish these goals, you know, to kind of get me back to me” [...] “a personal sense of strength, I guess, comes from realizing there is no way in hell I’m going to be able to get this done, to going, “wow, I did it.” (Participant 5)

“When you push yourself, it’s a very personal thing. You are very much like, you are reaching past those goals that you’ve never been able to do and you’re proving to yourself that you can do something bigger than what you’ve done before. I feel like it makes you feel strong mentally. You are so weak at a moment that you can’t understand why someone or something could make you that weak and then you’re like, “wow, look what I’m doing for myself.”(Participant 8)

Surrounded by a support system of teammates that shared a common goal and coaches that provided needed guidance, the TNT environment provided the support and encouragement that helped participants to believe in their own abilities.

“I guess at first, before I started TNT, this was something that I thought that I could never really do and then you know, with training and the help the coaches have given me, slowly building up from nothing to what I have now. It’s kind of shown me that with enough practice and determination you can do – physically - you can do almost anything that you want. That’s helped me to change my mental mindset to say, “I can’t do this, I can’t do this,” to “okay, just keep pushing you can do this, you can get through it.” (Participant 4)

“I had too many people say, ‘you’re crazy, you can’t do this. This is ridiculous.’ That’s why I just jumped in and said, ‘yes I can.’” (Participant 3)

“I wanted to show everybody that with TNT, you don’t have to be a star athlete. You can be the slowest runner ever, the slowest swimmer and the worst cyclist. I want to show them that I can do it and it’s possible to do anything.” (Participant 2)

The TNT training program also gave individuals a sense of needed stability, allowing them to set achievable goals. The positive impacts of exercise included alleviation of depression or anxiety and an improved self-esteem.

“I was kind of in a rut, personally. I didn’t know what the next step was for me. [...] Doing the triathlon helped to get out of my rut and motivate me to work hard, you know, new goals basically, something new to strive for.” (Participant 4)

“I needed a goal. I finished college and I was kind of lonely. You kind of leave that life behind and re-start a new life and I had this loneliness that I didn’t know how to fill. [...] It (TNT) fulfilled that social need but also helped me to have another goal that was set, besides working I had something else to look forward to.” (Participant 1)

**Healing and Acceptance.** The use of sport in emergency intervention and post-disaster relief is still relatively new. It is using a non-medical approach to trauma relief and can provide support for alternative methods to healing.

“Alternative treatment” or “non-verbal therapies” has been looked at for torture survivors, where treatment requires a holistic approach that incorporates the “physical, mental, emotional, spiritual, contextual, cultural, and familial” (Gray, 2011). As addressed previously, participation in the TNT program allowed individuals to find an outlet and to channel emotions in a healthy way, using endurance sport as alternative to traditional forms of therapy when facing adversity or major life change.

“I can accomplish this goal, I can do those things. You say life goes on, after you lose someone. But life does go on, you kind of have to choose, do I want to be stuck in a rut or do I need to something that’s going to get me to change? So for me I thought, you’ve done the therapy piece, you’ve done the talking, that’s not working. We need to try something else.” (Participant 5)

For one individual, who encountered sexual trauma, the experience created mental barriers, produced a sense of fear, and caused a loss of trust. The physical and



mental challenge of completing a race helped to empower the individual to regain a sense of confidence.

“It’s just being a participant, running and doing these events, it’s taking me past the fear. I put a lot of fear in my head. And before I trusted, and I still do...well, now I do, but the fear is gone. You are running for a reason, you are pushing yourself past the fear of the unknown, ‘well, I’ve never done that.’ Some people are so stuck with that feeling, ‘I can’t do that,’ that they have this fear of doing something past their comfort zone and I always like to challenge that, so I’ll go skydiving, I’ve gone bungee jumping. You have to learn to trust the world again. You just have to jump.” (Participant 8)

Trauma creates a disruption of stable and predictable environment, where the world is no longer benevolent or meaningful, and the self is without worth, and as noted by Hays (1999), “coping and recovery from trauma can be enhanced by increasing one’s ability to tolerate arousal and distressing emotions; reworking and integrating information into one’s sense of the world; and receiving the support of caring others” (p.138). Sport has the ability to provide structure in otherwise chaotic situations and can help to improve reception and response to more traditional forms of treatment.

“It was good because that’s what came about at a time in my life when I needed it to. I had so much going on. Having lost almost 100 lbs and being a recovering alcoholic, I needed...I needed something for me. It provided that, whatever that strange thing was, it provided it for me. [...] What it gave me is a sense of knowing that I could do something. It’s that sense of accomplishment; it’s hard to come by.” (Participant 3)

For victims of physical trauma or patients diagnosed with disease, the body is targeted as the source of betrayal (Mitchell et al., 2007). But rather than avoid the body, where the source of the trauma may have occurred (torture, sexual violence), exercise and physical activity can provide a reconnection with oneself

(Hays, 1999; Gray, 2011). Athletes may become aware of their movement and the changes in their body, becoming not only physically stronger but mentally and emotionally stronger as well.

“I would run faster, so it made me feel like I had more control in what I was doing, even though you know you can’t really control anybody but yourself. So I kind of turned that more as to why I keep running. I’m making myself stronger and I’m pushing myself past limits that I’ve put on myself. [...] Running made me free.” (Participant 8)

“I found a sense of peace while cycling. Which was weird because cycling is where I had fallen off the bike; I had giant bruises, scabs – the whole thing. But for me, it was you and the road. It was a very peaceful sense of just go. No one can help you with the gears when you’re on the bike, they can talk you through it, but you got to do the work yourself. So there was this sense of peace on the ride and that peace grew with every single ride.” (Participant 5)

Sport can also create a space for reflection. Training for endurance and running events often requires longer sessions, two or three times a week. It is in these moments of training, that participants are able to take the time and reflect.

“It is total focus. You go different places with your mind. [...] You just go to different places, but you’re almost able to compartmentalize where your mind is at that time, as opposed to daily life, it is email, cell phone, phone call, interruptions, doing nine things at one time. When you’re on the bike, you’re on the bike. The only thing you’re thinking about is red light means stop and green light means go. You’re just in that zone and that sense of peace comes from disconnecting with all the other stuff and having the freedom to let your mind go wherever it’s going. There are days, you’re thinking my mind is going down a dark path, I’m sad and I’m depressed and this is not good and you can’t complete the thought because there are so many other interruptions and your mind is telling you, you need to complete this thought. When you have that time to train, you can complete the thought. Get through it, move through it.” (Participant 5)

## Summary of Findings

Much of the data overlapped among several of the themes as many of the benefits that were expressed by participants were not independent of one another, but were interwoven and connected. The opportunity to accomplish a personal goal which was important for many participants was not only possible through the completion of the endurance event, but aided by the presence and support from teammates, as one participant expressed,

“I just remember the only reason I kept going was because I knew I had teammates behind me and if I stopped then they would be allowed to stop and that’s not what we were there for. I had to finish. Having that team with you to push you like that and realize that you all just overcame this horrible race and day and you pushed through and my legs were dead at the end of the day and I couldn’t walk and I was crying and my legs were throbbing, so knowing you did that basically you did that with this small family and then for the cause that you did it for, it’s more a sense of accomplishment than I thought I would ever have.” (Participant 6)

Of course, the pressure to perform as part of the team can be physically taxing creating conflict between the ability to maintain health and well-being if one feels pressure to do well beyond their ability. However, while the team environment encourages individuals to push each other, they do so in a non-competitive manner, as one participant noted,

“Even from the days where I was having a hard time with the ride, there was someone hanging back with me on the ride and the rest of the team moves forward... no man left behind, philosophy, right? That is absolutely essential to their training. There’s always going to be that person who is going to be at the back. I wasn’t in the back on the run, but I was the slowest one on the swim but we’re all stuck in the pool together. I was the slowest one on the ride for a long time, but we’re all in it together.” (Participant 5)

As another participant mentions, the impacts on individual well-being were not only achieved through personal physical milestones, but were attributed to the ability to help others in the process.

“I’m finding that it’s made me a lot more positive. It’s made me a lot more trusting of myself because I know what my body can do and what I can do as an athlete and just as a person. With the team aspect of it all, I think that’s where I found, I can help people overcome their mental barriers too. No what they’re coming in from or why, it’s like I can be a motivator for them, I can help them get past the block of that, ‘I’ve never run four miles’, yet you can do it. We’ve all done it.” (Participant 8)

As each component of the sports charity training model is essential to the effectiveness of the program as a whole, this interconnectedness is reflected within the impacts on participants.

## Chapter 6

### DISCUSSION, LIMITATIONS, AND CONCLUSIONS

#### Discussion

On the Team in Training website, the program promises participants, “the experience of a lifetime” (Team in Training, n.d.), and given the varied reasons for joining the program, the impacts and benefits of such an experience are equally diverse. Whether it is through process of training or the outcome after completing an event, the program has the capability to provide participants with a truly life-changing opportunity.

The TNT sports charity training model gives individuals the resources to use endurance sport for individual development and personal growth. Participation in endurance sport is both mentally challenging and physically demanding, but as such can be very personally rewarding. The program’s unique combination of an endurance sport, fundraising efforts for an important cause, with the social dynamics of a team environment, allow participants to not only gain a highly rewarding experience but to address personal grief, overcome a traumatic experience, addiction, or a major life change. It gives people ways to deal with disease or manage weight or health issues. It provides individuals the ability to set and achieve goals as well as to meet new people and gain valuable social networking opportunities.

Participation in the TNT program also fostered a passion for endurance sport, even among those who participated in very little physical activity or who

had been previously sedentary. Participants expressed desires to continue participating in future events and many had already set new goals and challenges at the time of the interview. The World Health Organization lists physical inactivity as the “fourth leading risk factor for global mortality” (WHO, 2010, p. 10), but regular physical activity has been found to help reduce the risk of non-communicable diseases such as heart disease, diabetes, stroke, and cancers (p.10). Aerobic activities used in endurance sport, such as running, bicycling, and swimming, can help strengthen the cardiovascular system and increase respiratory fitness (p.16). Of course, participation in endurance sport can be strenuous on the body with stress fractures, tendinitis, and patellofemoral pain (“runner’s knee”) as common exercise-related injuries experienced by endurance athletes from overuse. While injuries, though uncommon, can occur among TNT participants, they are typically conditions that can be remedied through periods of rest and if necessary, rehabilitative exercises (Cosca & Navazio, 2007). The day-by-day training schedule designed by TNT coaches also ensures that individuals are exercising in a safe and healthy manner as participants are encouraged to set their own pace based on their comfort, experience and ability (TNT, n.d).

The program uses sport as a catalyst to draw interested participants. For the more athletic, many are drawn to the competitive nature and intensity of endurance sport. For the less experienced athletes, training for an endurance event can be daunting and the option to have support and guidance is an attractive incentive for many first time endurance athletes. But while endurance sport is an

important component to the program's success, it is more than just an attraction to running and endurance training. The Sport for Development and Peace movement emphasizes the power of sport as a valuable tool for social change, but on its own, sport cannot be expected to contribute wholly to development and peace efforts. Rather, the use of sport must go beyond participation and must be integrated in such a way that they include ways for personal and social development to occur in combination with any competitive, recreational, or fitness elements of sport. Effective programs need to be inclusive, empowering, and participatory, making efforts to involve the community and be sensitive to the cultural and social contexts in which the program is implemented (Spaaij, 2009a).

For TNT, besides the physical challenge, the cause remains at the core of the program. Each team practice is guided by a "mission moment" that provides information and facts to help educate participants about the goals of the LLS as well as to offer them continued motivation and inspiration. The team spirit that is developed from the shared experience of fundraising and the hardship of training is only strengthened as the team is rallied behind the cause and unified by a common goal. The program brings together a community of dedicated and compassionate individuals with the training process and an endurance event, providing a platform for participants to raise awareness.

The program also effectively raises money to fund LLS' research and services. In 2011, LLS' gross revenue for the TNT program was \$87.5 million across the Society's 59 chapters (RWRF, 2011). Fundraising is essential to any

non-profit and organizations are constantly seeking funding, whether it is from grants, individual donations or charity events. Securing funding for projects and direct services can be a challenge for organizations as many are often competing for the same resources. Unique to the sports charity training model is the program brings in interested participants for a variety of reasons and this interest helps the organization constantly maintain a “staff” of full-time fundraisers. Despite the challenge of raising money, many participants go beyond their minimum requirements often raising more money than expected. The Team in Training website boasts the top fundraisers and in one case, an individual brought in over \$50,000 for a single event.<sup>18</sup> Programs that are underfunded lack the capacity and resources to be fully effective and they are often unable to produce projects that will have any meaningful impacts to participants and in some cases prove to be more counterproductive (Hartman and Kwauk, 2011). The TNT program maintains a strong sense of sustainability as participants join with an eagerness and enthusiasm to support the program and its projects. But the positive impacts of the program extend far beyond achieving a ten minute mile and meeting a pre-defined fundraising goal.

Most noticeable was the social impact the program had for individuals, with the team aspect of the program playing an integral role in the positive benefits gained. Participants valued the friendships and relationships that developed during training but that often lasted well beyond their participation in

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<sup>18</sup> \$51,105 was raised by a TNT participant from the Atlantic Canada Region for the Madrid Marathon. See <http://www.teamintraining.org/dm/topfundraisers/> for more top fundraising totals.



the program. Sport creates an environment from which coaches and fellow team mates provide a system of support. During times of personal struggle or hardship, these bonds can help provide needed encouragement for individuals (Sherry, 2010). Training as part of a team also helps to keep individuals engaged. Their commitment to training complimented by a mutual responsibility and obligation to the team, in which success and achievement is helped by a positive peer pressure in sport that can have constructive influence on participants (Crabbe, 2000 as cited in Sherry, 2010, p.65).

Over half of the individuals interviewed for the study were returning participants, involved in two or more events with the TNT program. Some returning team members eventually joined the staff as coaches or as administrative staff for LLS, but for those that continue to compete as part of the program's alumni, they can take on roles as team captain or mentor. While these roles are not clearly defined within the TNT Desert Mountain States chapter, encouraging the presence of captains and mentors can help to enhance the experience of the TNT program. According to the SDP IWG (2007), "the knowledge and training of leaders have frequently been identified in the research literature as key to the achievement of positive benefits as a result of sport participation" (p. 5). By providing insight and guidance to new members a strong mentorship program improves team spirit and camaraderie among participants. The ability to achieve personal goals (athletic or otherwise) has also been important benefit of the TNT program. Participation in the program concludes

with the completion of a selected endurance event. By giving participants a tangible goal to work towards, it allows individuals to track their progress throughout their training period. Sport programs, like TNT, provide participants with a positive social environment that allows for a “focus on the self in a collective setting” (Mitchell, Yakiwchuk, Griffin, Gray, and Fitch, 2007, p. 135). Individuals are able to concentrate on achieving their own personal goals while still benefiting from the inclusion of being part of a team.

However, it is not simply enough to promote the advantages of sport but as Spaaij (2009a) notes, “Instead, we should examine the specific processes and mechanisms that produce beneficial outcomes in particular social, cultural and political contexts and establish the extent to which, and the ways in which, these practices are transferable to other contexts” (p.1266). The UN claims that sport has the ability to reach those “most in need” including, “refugees, child soldiers, victims of conflict and natural catastrophes, the impoverished, persons with disabilities, stigmatization and discrimination, persons living with HIV/AIDS, malaria and other diseases” (UNOSDP, 2012). Given the positive impacts experienced by TNT participants, the program can be used to address different causes and issues. The feelings of social connectedness derived from meaningful connections and a strong sense of community can be used to help to produce greater social inclusion for marginalized groups (Jarvie, 2003 as cited in Sherry, 2010). The shared experience can also help accelerate the natural healing process

in post-disaster situations through collective support in a group environment (Henley, 2005).

Currently, there are other programs that utilize endurance sport, such as Achilles International ([www.achillesinternational.org](http://www.achillesinternational.org)), the non-profit organization developed from the Achilles Track Club (based in New York City) that helps bring together able-bodied and disabled persons to raise awareness about disabilities through participation in endurance sporting events. Other programs have been developed based on the same sports charity training model used by TNT, such as the American Cancer Society's Determination Endurance Event program ([www.acsdetermination.org](http://www.acsdetermination.org)), which had been developed in 1996. The partnership between the cancer research and the sports charity training model has proven to be a successful one, particularly as a form of treatment and healing for cancer patients and survivors (Brant, 2011). Moreover, these programs have proved to be beneficial to those overcoming other forms of trauma and adversity but it must be taken into consideration that programs in one location addressing certain issues may not be applicable to all situations in all locations (Spaaj, 2009a). The sports charity training model should then be extended to focus on other causes and issues depending on location and cultural context and continue to go beyond charity running.

Participation in sports charity training programs can be integrated into refugee resettlement programs, helping individuals better integrate socially within their communities. It provides opportunities to improve language abilities and

acquire other skills to increase employability. The program can be helpful to at-risk youth, giving them access to mentors and role models. It can be used for healing and rehabilitation by reaching out to victims of domestic or sexual violence. Rather than traditional charity running programs that raise money on behalf of causes or organizations, allowing individuals to participate in the sports charity training program, they are able to not only empowered to raise fundraising dollars but are able to advocate on their own behalf, share their own story, and benefit from the potential impacts that can be gained through sport.

Of course, thought should also be given to any negative impacts of endurance sport or major barriers of the program that could affect individuals. As seen from the interview data, potential negatives can be channeled into positive outcomes, as was the case for many participants. Some of the negative sides of endurance sport can include the very demanding and rigorous training regimens, but as one participant noted, commitment to the program actually helped create greater life balance, saying, “I was always at work and never at home, I thought you know what, this is going to require me to take some ‘me-time’ (participant 5). Fundraising can also be difficult component to adapt in all situations, contexts, or communities. If fundraising efforts are focused on the generosity of friends and family, this can be a challenge for individuals who do not come from wealthy neighbourhoods or who lack affluent connections.

However, the TNT program does encourage athletes, particularly repeat participants, to become creative with their methods of raising money. Teams have

raised money as a group holding silent auctions, car washes, or bake sales. One Desert Mountain States Chapter TNT participant<sup>19</sup> sold ad space on his body in order to raise money for an upcoming event. Individuals, organizations, or businesses could purchase space in order to write anything from messages, slogans, and websites that would be displayed on race day across the athlete's face, neck, arms, or legs. The participant also reached out to the local media, gaining print exposure in Arizona State University's State Press (Betancourt, 2012) and the Jewish News of Greater Phoenix (Sayles, 2012) as well as short news clips featured on KPHD CBS5 (Benson, 2012) and the Channel 3 news (Peña, 2012). This exposure helped to increase awareness about LLS and TNT as well as broadened the participant's fundraising scope.

Partnerships with various organizations may also be useful to ensure the success and accessibility of endurance sport. Shoe recycling programs like the Soles4Souls program ([www.soles4souls.org](http://www.soles4souls.org)) run by a Nashville-based charity collects new and gently used shoes from sporting goods stores, warehouses and individual donations. Across the United States boxes are set up in select shoes stores for donations and shoes are distributed to individuals in need all over the world, including within the United States.<sup>20</sup>

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<sup>19</sup> Participant was not part of the study's sample. Information was found through the individual's public fundraising webpage ([www.triforles.com](http://www.triforles.com)).

<sup>20</sup> Soles4Souls partners with local companies that serve as drop-off locations for shoe donations. In Arizona, there are five locations (1 in Phoenix and 4 in Tucson) where shoes can be donated to the program. For details see <http://www.soles4souls.org/about/locations.html>

## **Limitations**

Data collected for the study are based on interviews with participants and observations of the TNT, Desert Mountain States Chapter. Although the interview data was based on a small sample size, the interviews were able to provide a good base for discovering the diversity of the TNT experience and the lasting impacts of the program. It should be noted, however, that the experiences of participants from other chapters may differ slightly.

While participants varied in age, gender, and experience, the sample was limited in socio-economic and racial diversity. Race and ethnicity were not a factor in recruiting participants and most were Caucasian and most were employed full-time, and if not, had some form of employment. Consideration should be given to see how these factors might affect the accessibility to participate in endurance sport as well as their level of participation, commitment, and engagement in the program and what affect this may have on benefits and impacts.

Also of importance, the sample did not include any participants who had dropped out or prematurely ended their commitment to the program before completing their event. Reasons for terminating their participation can vary and without having spoken to individuals, it is impossible to determine whether or not the TNT program or personal reasons outside of it were the cause

## **Future Research**

This study looked at the relationship between the sports charity training model used by TNT and the Sport for Development and Peace movement. By identifying the benefits and impacts of the TNT program for individuals, the study was able to draw connections as to how the program can be adapted to other causes and issues to create social change. The study provided a foundation for understanding these connections with several opportunities for continued research. The first would be to address the limitations previously mentioned. In order for the model to be appropriately adapted it must understand what barriers may limit access to endurance sport so that they may be addressed in order to ensure that individuals across diverse spectrum are able to fully benefit from participation in the program.

This study was also very broad in scope, indentifying the wide and varied benefits and impacts that were produced. Future research should target specific SDP areas in order to gain a better understanding of how to adapt the program effectively for different causes. It may also be beneficial to expand the timeline and depth of future research. Participants for this study were current and past participants of the program. In order to gain a better understanding of impacts, future research could follow individuals throughout the multiple stages of their participation including before the start of the program, during their training, as well as after they complete their event.

## **Conclusions**

Increased physical, mental, and emotional well-being as a result of participation in sport can defy the negative perceptions of individuals who are battling illness, overcoming trauma, addiction, or marginalization (Mitchell et al., 2007). Staying active allows individuals to build strength and regain power and control over personal situations and provides an alternative method to traditional forms of therapy as well as different ways to build social connections.

The sports charity training model used by the Team in Training program has been successful in achieving the goals of the Leukemia and Lymphoma Society to raise awareness and funding for research and services but the benefits of the program go beyond a charitable contribution. The combination of advocacy, fundraising and endurance sport contributes to the development lasting positive impacts for individual participants. By understanding these impacts we are better able to understand how a program like Team in Training can be looked at through an SDP lens and applied to other issues and causes. As noted by Sherry (2010), “Meaningful social change comes about, not as a result of grand sweeping revolution, but rather through small, ongoing changes that manifest in the course of people’s daily lives” (p. 67) and the Team in Training program is a good start.



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APPENDIX A

SPORT FOR DEVELOPMENT AND PEACE TIMELINE

Year	Milestone /Event
1978	<ul style="list-style-type: none"> <li>UNESCO (United Nations Educational, Scientific and Cultural Organization) recognizes sport and physical education as a “fundamental right for all” under the <a href="#">International Charter of Physical Education and Sport</a> (Article 1)</li> </ul>
1979	<ul style="list-style-type: none"> <li><a href="#">Convention on Elimination of All Forms of Discrimination against Women</a> declares equal rights to women and girls to participate in sport, physical education, recreational activities and cultural life (Article 10, Article 13)</li> </ul>
1989	<ul style="list-style-type: none"> <li>Adoption of the <a href="#">Convention of the Rights of the Child</a> grants every child’s right to play (Article 31)</li> </ul>
1992	<ul style="list-style-type: none"> <li>Council of Europe, European Sports Ministries adopt the <a href="#">European Sports Charter</a> (revised in 2001)</li> </ul>
1993	<ul style="list-style-type: none"> <li>Olympic Truce reintroduced by the UN General Assembly into modern games</li> </ul>
1997	<ul style="list-style-type: none"> <li>European Commission acknowledges the importance and influence of sport in social relations during negotiations of the <a href="#">Amsterdam treaty</a></li> </ul>
2000	<ul style="list-style-type: none"> <li><a href="#">Millennium Declaration</a> adopted by the UN General Assembly</li> </ul>
2001	<ul style="list-style-type: none"> <li>UN Secretary-General, Kofi Annan appoints Mr. Adolf Ogi as first Special Adviser on Sport for Development and Peace</li> </ul>
2002	<ul style="list-style-type: none"> <li>UN Inter-Agency Task Force convened by UN Secretary-General, made up of various UN agencies doing work in sport and chaired by UNOSDP</li> </ul>
2003	<ul style="list-style-type: none"> <li>UN Inter-Agency Task Force on Sport for Development and Peace releases report, <a href="#">Sport for Development and Peace: Achieving the UN Millennium Development Goals</a>, that outlines how sport can be used to achieve the 8 MDGs</li> <li>First International Conference on Sport and Development (Magglingen, Switzerland)</li> <li>First International Next Step Conference: ‘International Expert Meeting on Development in and through Sport’ (The Netherlands)</li> </ul>
2004	<ul style="list-style-type: none"> <li>Sport for Development and Peace International Working Group (SDP IWG) is established</li> <li>European Yeah of Education through Sport (EYES) launched by the European Commission</li> </ul>
2005	<ul style="list-style-type: none"> <li>International Year of Sport and Physical Education (IYSPE) is proclaimed by the UN General Assembly</li> <li>Second Magglingen Conference on Sport for Development and Peace</li> <li>Second Next Step Conference held in Zambia</li> </ul>

2006	<ul style="list-style-type: none"> <li>• Preliminary report released by SDP IWG, <a href="#">Sport for Development and Peace: From Practice to Policy</a></li> </ul>
2007	<ul style="list-style-type: none"> <li>• European Union adopts <a href="#">White Paper on Sport</a> which acknowledges the power of sport on international policy and development</li> </ul>
2008	<ul style="list-style-type: none"> <li>• UN Secretary-General, Ban Ki-Moon appoints the second Special Adviser for Sport and Development and Peace, Mr. Wilfried Lemke</li> <li>• <a href="#">Convention on the Rights of Persons with Disabilities</a> enforces the rights of people with disabilities to participate equally in recreation, leisure, and sport</li> <li>• Third Next Step Conference held in Namibia</li> </ul>
2009	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> International Forum on Sport, Peace and Development (Lausanne, Switzerland) organized by the International Olympic Committee (IOC)</li> </ul>
2010	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> UN-IOC Forum (Lausanne, Switzerland)</li> <li>• First FIFA World Cup held on the continent of Africa (South Africa)</li> </ul>
2011	<ul style="list-style-type: none"> <li>• 10<sup>th</sup> anniversary of the mandate of the Special Adviser to the UN Secretary-General on Sport for Development and Peace</li> <li>• 2<sup>nd</sup> International Forum on Sport, Peace and Development (Geneva, Switzerland) organized in a joint effort by UNOSDP and the IOC</li> </ul>

Sources: adapted from United Nations Office for Sport for Development and Peace (UNOSDP) [Chronology](#) and the International Platform on Sport and Development - [Timeline](#)<sup>21</sup>

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<sup>21</sup> For a more exhaustive timeline of SDP timeline, see Appendix 2 of the SDP IWG Report (2008), [Harnessing the Power of Sport for Development and Peace: Recommendations to Governments](#)

APPENDIX B  
INITIAL CONTACT E-MAIL

Hello,

Thank you again for interest in my thesis research. As I mentioned last night, my focus is on the relationship between sports and human rights and I was inspired by the Team in Training model to look at how endurance sports is used for personal and social change and how programs like it could be used in other capacities in regards to sport for peace and development. I've been looking to interview current and past TNT members to find out specific reasons why people join the program and the benefits of combining endurance training and charity fundraising with personal life goals and challenges.

I've attached a copy of my recruitment script, it's fairly long, but it includes a lot of detail about how the interviews are structured and outlines information on my project. I'm looking to get started with interviews as soon as possible, so if you'd be interested in participating I would love to set up a time to meet. Interviews can range between 40 mins to one hour, so please let me know what time would be most convenient for you.

Also, if you know of any other team members (past or present) you think might be interested in participating, please feel free to pass along my contact information (found in the recruitment script, or at this email address: [ladvient@asu.edu](mailto:ladvient@asu.edu)). Let me know if you have any questions. Thank you again for your help.

APPENDIX C  
INFORMED CONSENT (WRITTEN)

**Study Title:** Endurance Sports for Development and Peace: Leukemia and Lymphoma Society's Team in Training

I am a graduate student under the direction of Professor Lindsey Meân in the Department of Communication Studies at Arizona State University. I am here to conduct a study for my Masters thesis that will explore how the sports charity training model used by Team in Training can be applied to other organizations, causes, and social issues within the Sport for Development and Peace framework. I am seeking individuals who are willing to discuss their experiences with the Leukemia and Lymphoma Society's (LLS) Team in Training (TNT) program.

You must be 18 or older to participate in the study. Your participation will last for no more than an hour at the LLS Office or team practice sites. Participation involves an interview during which you will be asked to share your experiences with LLS and the TNT program. Interviews will take between 40-minutes to 1 hour. Approximately 10 – 15 subjects will be participating in this study. Some participants may be contacted for follow-up interviews or involved as part of observations of the training. But agreeing to participate in an interview does not commit you to participation in other aspects of the study.

Your participation in this study is completely voluntary and you can withdraw from participation at any time. There are no foreseeable risks or discomfort to your participation and choosing not to participate or withdrawing from the study will not affect your employment status or your relationship with LLS and the TNT program. If you are willing to participate you also have the right not to answer any question and to stop the interview at any time.

If you have any questions concerning the research study you can ask me at any time, or call me using the contact information provided below.

I am doing this research as part of my studies in the Social Justice and Human Rights program at Arizona State University. I am hoping to interview several TNT staff and program participants and I am interested in exploring how their experiences apply to research on the application of sport to issues of advocacy, development and peace. The information I collect in this research will be used as the basis for my thesis. I may also use this information in articles that might be published, as well as in academic presentations. So although there is not direct benefit to you, the research aims to increase knowledge about how the endurance sports charity training model can be useful to programs that support the Sport for Development and Peace mandate.

All your responses will be kept confidential, kept in a secure location and only accessed by myself and the Principal Investigator. The results of the study maybe be used in reports, presentations, or publications but your name will not be used,

nor any other identifying details included. Your understanding of this is acknowledged by your completion of the informed consent form provided below. I would like to video or audio record the interview as this makes it easier to accurately record all the information you provide. However the interview will not be recorded without your permission. Please let me know if you do not want the interview to be recorded. If you are willing to be interviewed but you would rather not be recorded I can take notes instead. As part of the study I may video some of the training sessions. If you are willing to be filmed please indicate by ticking the relevant box on the consent form.

The video recorded interviews will be transcribed. The digitally recorded files and transcript will be kept in a locked cabinet in a secure location. They will only be used by the principal investigator, Dr. Lindsey Meân, and myself as the co-investigator. The tapes will be kept for five years and then destroyed by digital file deletion and transcript shedding.

Since protocol requires all participants remain unidentifiable and participation confidential, if you want your participation to be acknowledged and publicly recognized you can request this by completing the additional form provided. Similarly, it is possible that some of the materials may be used to develop a short film to be used by LLS and TNT, for example on their websites. If you are willing for your image or interview comments to appear in materials compiled for TNT and LLS please sign the additional consent form provided.

If you have questions, you are free to ask them now or if you have questions concerning the research study later please contact the research team at:

Lindsey Meân  
Office S141A  
Department of Communications Studies  
College of Human Services  
PO Box 37100  
Phoenix, AZ 85069 – 7100  
Tel: 602 543-6682  
Email : lmean@asu.edu

Laura Adviento  
8225 N Central Ave #35  
Phoenix, AZ 85020  
Tel : (602) 345-0746  
Email : [ladvient@adu.edu](mailto:ladvient@adu.edu)

If you have any questions about your rights as a subject/participant in this research, or if you feel you have been placed at risk, you can contact the Chair of the Human Subjects Institutional Review Board, through the ASU Office of Research Integrity and Assurance, at (480) 965-6788.



**Study Title:** *Endurance Sports for Development and Peace: Leukemia and Lymphoma Society's Team in Training*

**Consent to Participate in an Interview**

Your signature below indicates that you are willing for your training and other related activities to be filmed as part of the research. This does **not** give consent for the public use of my image or personal information (requires separate form completion).

\_\_\_\_\_  
Subject's Signature                      Printed Name                      Date

**Consent to be personally identified**

By signing below, you are granting to the researchers the right to reveal your identity in research related activities and publications.

\_\_\_\_\_  
Subject's Signature                      Printed Name                      Date

**Consent for your image, etc., to be used in research, advocacy, and promotional materials.**

By signing below, you are granting to the researchers the right to use your likeness, image, appearance and performance - whether recorded on or transferred to videotape, film, slides, and photographs - for presenting or publishing this research and producing publicity materials for TNT and LLS.

\_\_\_\_\_  
Subject's Signature                      Printed Name                      Date

## APPENDIX D

### GUIDING INTERVIEW QUESTIONS AND THEMES

The interviews procedure is effectively semi-structured but intended to be conversational (following the appropriate research methodology). The questions below will be used to initiate the interview but the interviewer will take the opportunity to follow participant introduced themes and topics as they arise. However, when the topic and follow up themes reach their conclusion the interviewer will take the opportunity to introduce a theme that has not been covered using the guiding questions below adapted to the conversational style and rapport that has developed between the interviewer and participant interviewee.

Slightly different guiding questions/themes are used for TNT trainees and trainers/staff.

### **Guiding Interview Questions/Themes (TNT trainee participants)**

- What is your current involvement with Team in Training (TNT)?
- How did you first get involved with the Leukemia and Lymphoma Society (LLS) and TNT?
- What or who has most influenced your participation in endurance sports?
- Can you describe your first/most recent training experience with TNT?
- Has your involvement had an impact on you – in what ways and how/why?
- What part of the program has had the most impact for you?
- What are your future aspirations in endurance sports?
- What connection if any do you have to the Leukemia and Lymphoma Society?
- What has your experience of the program been like? (Ask about negative & positives)?
- From your own experience and knowledge, what do you think could be done to improve the Team in Training program?

### **Guiding Interview Questions (TNT trainers and staff)**

- What is your current involvement with Team in Training?

- Can you describe to me your role with TNT?
- How did you first get involved?
- What or who has most influenced your participation with TNT?
- What connection if any do you have with the Leukemia and Lymphoma Society?
- What has your experience with the program been like? (Ask about negative & positive)?
- Has your involvement impacted/effected you or your life in other ways?
- From your own experience and knowledge, what do you think could be done to improve the Team in Training program?

APPENDIX E  
CODES FOR ANALYSIS OF INTERVIEW DATA

#### Theme 1

- *Label:* Philanthropy - Involvement with charity
- *Definitions:* The person expresses the desire to be involved with charity, to do something “bigger,” for a good cause, or to give back.
- *Indicators:* Mentioning any of the above items

#### Theme 1b

- *Label:* Philanthropy – Cancer/Leukemia and Lymphoma Society
- *Definitions:* The person identifies the desire to be involved with a charity and with specific references to charities associated with cancer or the Leukemia and Lymphoma Society as contributing to their decision to participate
- *Indicators:* Coded when person mentions connection to cancer and/or makes specific mention to LLS

#### Theme 1c

- *Label:* Philanthropy- Self
- *Definitions:* The person identifies a sense of pleasure or satisfaction from contributing to charity and/or doing a kind act.
- *Indicators:* Mentioning any of the above items.

#### Theme 1d

- *Label:* Philanthropy- Honor
- *Definitions:* Theme 1b; see above for definitions and indicators with added mention that race with TNT was run in honor of someone affected by blood cancer or other type of cancer.
- *Indicators:* Specific reference to who they dedicated their race to.

#### Theme 2

- *Label:* Health
- *Definitions:* The person emphasizes the importance of maintaining a level of fitness, health and/or the desire to stay in shape.
- *Indicators:* Mentioning any of the above items.

#### Theme 2b

- *Label:* Sport
- *Definitions:* The person identifies an interest in endurance sports, running, or sport/physical activity in general.
- *Indicators:* Mentioning previous participation in running and endurance events or other sports and activities.

#### Theme 3

- *Label:* Social connections - Fun/Entertainment

- *Definitions:* The person identifies the social aspect of the program to be important to them, including social activities, events and fundraisers occurring outside of training.
- *Indicators:* Any mention of the above items.

#### Theme 3b

- *Label:* Social connections – being a part of a team
- *Definitions:* The person identifies wanting to have the support in training
- *Indicators:* Any mention of the impact of being a part of a team.

#### Theme 3c

- *Label:* Social connections - relationships
- *Definitions:* The person identifies personal relationships and friendships as having a major impact on their experience and involvement with TNT.
- *Indicators:* Coded when person mentions the desire to make friends and meet new people or identifies specific individuals, friends, or family that influenced them.

#### Theme 4

- *Label:* Goals/Challenges - Recognition
- *Definitions:* Person expresses personal satisfaction in being recognized or acknowledged after during training or after completing the races.
- *Indicators:* Mentions reaction received from crowds, friends, or family.

#### Theme 4b

- *Label:* Goals/Challenges – Personal Achievement
- *Definitions:* Person identified a desire to accomplish a personal goal.
- *Indicators:* Coded when person mentions a personal goal or challenge, wanting to “push myself”, “do something I’ve never done before” or expressing “I never thought I could do it.”

#### Theme 5

- *Label:* Reactions to Adversity – Obstacles and Feeling a Loss of Control
- *Definitions:* The person identifies major obstacles that occurred in their life that causes feelings associated with a loss of control.
- *Indicators:* Coded when persons makes mention

#### Theme 5b

- *Label:* Reactions to adversity – Change/Growth
- *Definitions:* The person identifies major obstacles that occurred in their life with specific mention to positive changes and personal growth that resulted from being part of the TNT program.
- *Indicators:* Mentioning changes in attitude and perspective along with increased strength and control over their situation.

APPENDIX F

HUMAN SUBJECTS RESEARCH IRB APPROVAL



To: Lindsey Mean FAB

*SM* From: Mark Roosa, Chair Soc Beh IRB *MR*

Date: 12/22/2011

**Committee Action: Exemption Granted**

**IRB Action Date:** 12/22/2011

**IRB Protocol #:** 1112007212

**Study Title:** Endurance Sports for Development and Peace:  
Leukemia and Lymphoma Society's Team in Training

The above-referenced protocol is considered exempt after review by the Institutional Review Board pursuant to Federal regulations, 45 CFR Part 46.101(b)(2).

You should retain a copy of this letter for your records.