

Abadia-Naudí, S.; Cabedo-Sanromà, J.; Sánchez-Martín, R.; Moragas-Rovira, M.; Medina-Luque, F.X.; Morejon-Torné, S. (202x) Reasons for Participating in Charity Sport Events. Revista Internacional de Medicina y Ciencias de la Actividad Física y el Deporte vol. X (X) pp. xx. [Http://cdeporte.rediris.es/revista/___*](http://cdeporte.rediris.es/revista/)

ORIGINAL

REASONS FOR PARTICIPATING IN CHARITY SPORT EVENTS

MOTIVOS PARA LA PARTICIPACIÓN EN EVENTOS DEPORTIVOS SOLIDARIOS

Abadia-Naudí, S.¹; Cabedo-Sanromà, J.¹; Sánchez-Martín, R.¹; Moragas-Rovira, M.¹; Medina-Luque, F.X.² y Morejon-Torné, S.¹

¹ Doctores. Departamento de Ciencias de la Actividad Física y del Deporte. FPCEE Blanquerna – Universitat Ramon Llull (Spain) sixtoan@blanquerna.url.edu, JosepCS@blanquerna.url.edu, RicardoSM@blanquerna.url.edu, MartaMR3@blanquerna.url.edu, mariasacramentmt@blanquerna.url.edu

² Doctor. Estudios de Ciencias de la Salud. Universitat Oberta de Catalunya (Barcelona, España); y Departamento de Ciencias de la Actividad Física y del Deporte. FPCEE Blanquerna – Universitat Ramon Llull (Spain) FranciscoJavierML@blanquerna.url.edu

Spanish-English translator: Emily Caitlin Lily Knox, emily_knox2@hotmail.co.uk, Freelance translator

FUNDING

The present research was funded within the framework of the call for Blanquerna (APR-FPCEE) research project grants.

Código UNESCO / UNESCO Code: 6399. Sociología del deporte / Sociology of Sport

Clasificación del Consejo de Europa / Council of Europe Classification: 16. Sociología del deporte / Sociology of Sport

Recibido 25 de julio 2019 **Received** July 25, 2019

Aceptado 23 de febrero de 2020 **Accepted** February 23, 2020

ABSTRACT

The aim of this paper is to research a) participants' motives for joining races and walks organized for causes, and b) to what extent their decisions to take part are influenced by the way the cause is run and its accountability. A 31-question survey with answers given on the Likert scale (from 1 to 7) was shared online, drawing a response from 150 runners. The results demonstrate that the most significant motives for taking part in these events relate to personal benefit: enjoyment, physical and mental well-being and desire to socialize. Motives of

an altruistic nature scored lowest: making a difference and a feeling of obligation. The results also suggested participants give significantly more importance to the information about the cause provided before the event than they do to accountability.

KEY WORDS: solidarity, sport, attachment, transparency, accountability

RESUMEN

El objetivo de este artículo es investigar los motivos por los cuales los participantes se vinculan a carreras o marchas solidarias, así como la influencia de la gestión de la solidaridad y de la rendición de cuentas en la decisión de participar a estos eventos. Un cuestionario de 31 ítems valorado mediante una escala de Likert (del 1 al 7), fue distribuido a partir de una plataforma online, obteniendo una respuesta de 150 corredores. Los resultados revelan que los motivos más destacados para participar en estos eventos son los relacionados con el beneficio personal: evasión, nivel físico y mental y deseo de socialización, siendo los de índole altruista: marcar la diferencia y obligación de participar los menos valorados. Los resultados también sugieren la mayor importancia atribuida a la información solidaria facilitada previa al evento, así como el menor interés hacia la rendición de cuentas, por parte de los participantes.

PALABRAS CLAVE: solidaridad, deporte, vinculación, transparencia, rendición de cuentas

1 INTRODUCTION

Charity sporting events are growing around the world (Palmer 2016). This increase has coincided with the second wave of *running* (Scheerder, Breedveld y Borgers 2015), a phenomenon to have also gained notoriety in Spain. Running races is the second main form of physical activity to be practiced weekly with 10.6% engaging in this practice (General Subdivision of Statistics and Studies [Subdirección General de Estadística y Estudios] 2017). Research studies such as those conducted by Mujika, García and Gibaja (2018), Seguí and Farias (2017), Díaz et al. (2014) and Llopis and Llopis (2012) corroborate the boom of this practice in the Spanish context. The conception of charity sporting events used in Spain is broad. Hendriks and Peelen (2013) differentiate charity sporting events as those that emphasise the cause over those that prioritise the sporting or competitive issue.

This type of events is increasingly being converted into a more and more popular strategy to raise funds, and to initiate and broaden relationships with donors from third sector organisations (Bunds, Brandon-Lai and Armstrong 2016; Filo, Spence and Sparvero 2013; Nettleton and Hardey 2006; Higgins and Lauzon 2003). From the point of view of participants, such events enable various reasons for participation to be combined and satisfied. These include sporting practice, escape and solidarity (Filo, Funk and O'Brien 2008). Without a doubt, in Spain these events are a good opportunity for third sector social

organisation to move closer to a segment of the population that is different to those linked to this type of organisations (Abadia et al. 2018; Abadia et al. 2016).

With regards to reasons for participation in charity events, numerous works in the international context have approached this study topic, without their being a general consensus. In this way, authors such as Bennett et al. (2007) have identified standout reasons for participation as personal investment in the cause of solidarity and desire to lead a healthy lifestyle, followed by the sporting link and desires for socialization. In the same way, Won et al. (2011) highlight the predominance of solidarity motives over those that are more personal in nature. On the other hand, a study conducted by Taylor and Shanka (2008) pointed to motivations related with sporting achievement, charity involvement and health benefits. Further, Filo, Funk and O'Brien (2009) identified three noteworthy aspects with regards to participation and links to charity sporting events. These aspects are camaraderie, support to the charity cause, and the physical and sporting challenge. These results contrast with those observed in route runners, whose main motivations orient towards achievement, ego and health (Zarauz-Sancho, Ruiz-Juan, Flores-Allende, G. and Arufe Giráldez, 2016). This has also been seen in non-competitive sport settings (Fernández, Fernández-Río, 2019).

The increase in charity sporting events in Spanish territory brings with it problems that are associated with transparency and accountability to stakeholders. In agreement with Higgins and Lauzon (2003: 375) "ethical considerations, including financial accountability, (...) also need to be explored, particularly when private contractors are responsible for the implementation of physical activity events". Hyndman and Jones (2011) have suggested that there is a need for monitoring to a certain extent on behalf of donors, charity beneficiaries and regulators. In particular, accountability is a key element in the governance of third sector organisations. According to Bunds, Brandon-Lai and Armstrong (2016), development of a communication strategy permits more participants to be brought together, at the same time contributing to the creation of a significant experience amongst them (Filo, Groza and Fairley 2012; Filo, Funk and O'Brien 2014).

Saxton, Neely and Guo (2014) evidence a positive relationship between the quantity of information about the solidarity of non-governmental organisational networks and the level of donations. It is necessary, therefore, for organisations to develop a communication strategy that enables them to increase the bringing together of participants (Bunds, Brandon-Lai and Armstrong 2016). For this reason, the internet has become a highly effective platform for communication between organisations and their *stakeholders* (Gandía 2011).

The aim of the present research was two-fold. Firstly, to examine the main reasons that attract participants towards charity runs and races in the specific case of the region of Catalonia (Spain). Secondly, to better understand the impact on decisions to participate in this type of events of charity management and accountability on the behalf of organisers.

2 MATERIAL AND METHODS

2.1 PARTICIPANTS

The sample was composed of 150 runners, of which 86 were male (57.3%) and 64 were female (42.7%). Reported ages were between 15 and 63 years, with a mean of 38.3 and standard deviation of 9.3. In relation to gender, results were similar: male mean age 39.1 (9.3) and female 37.2 (9.2).

In reference to participants demographic characteristics (Table 1), 68% of all runners had university education. It is useful to highlight that, regarding this type of educational level, females (79.7%) clearly exceeded males (59.3%). The working situation of study participants was that 86.7% were employed at the time of the study, with technical support (40.0%) being the profession that most emerged in relation to others.

The same table 1 shows that in regards to the length of time spent participating in charity races, the majority reported between 1 and 5 years (66.0%), with the main purpose being financial contributions through races to support entities which are charitable in nature and from the local setting (80.7%). Little difference was found in these two previously described indicators according to gender.

Table 1. Demographic characteristics of the sample

	Total sample (n=150)	Gender	
		Males (n=86)	Females (n=64)
Educational level			
Primary	3.3%	4.7%	1.6%
Secondary	7.3%	9.3%	4.7%
Professional training	21.3%	26.7%	14.1%
Mid-level university	26.7%	24.4%	29.7%
Higher university	41.3%	34.9%	50.0%
Working situation			
Employed	86.7%	88.4%	84.4%
Student	7.3%	5.8%	9.4%
Retired	2.7%	2.3%	3.1%
Domestic work	0.7%	0%	1.6%
Unemployed	2.0%	2.3%	1.6%
Other	0.7%	1.6%	0%
Profession			
Self-employed	12.8%	12.3%	13.5%
Armed forces	4.8%	8.2%	0%
Executive staff	8.8%	9.6%	7.7%
Technical support professional	40.0%	41.1%	38.5%
Administrative employee	16.0%	12.3%	21.2%
Service worker	8.8%	6.8%	11.5%
Facility operator	7.2%	8.2%	5.8%
Unqualified worker	1.6%	1.4%	1.9%
Frequency of participation in charity races			
From 1 to 5 years	66.0%	65.1%	67.2%

From 6 to 10 years	26.0%	29.1%	21.9%
From 11 to 15 years	4.7%	3.5%	6.3%
More than 15 years	3.3%	2.3%	4.7%
Participation in races which support entities			
At local level	80.7%	80.2%	81.3%
At national level	16.7%	16.3%	17.2%
At international level	2.7%	3.5%	1.6%

Research complied throughout with general ethical principles of charity, fidelity, responsibility, integrity and respect for the rights of individuals involved in studies. Cooperation was constantly maintained with the ethical committee of the university. In accordance with these ethical requisites, participants were informed about the purpose of the research, approximate time for questionnaire completion and that data would be used only for the purpose of the research. Participation was entirely voluntary and confidential, with participants able to leave the study at any time. At the same time, a contact email was provided for cases when it would be necessary to resolve doubts relating to project participation.

2.2 PROCEDURE

An *ad hoc* self-completion questionnaire was developed for data collection and administered online to a leading community of runner in Catalonia through the platform *xipgroc.cat*. It was estimated that this platform permitted access to a wider and more diverse sample of runners from the region, as it integrated more than 25,000 members in the year 2017. In contrast to other studies centred on the analysis of specific athletic races or meets, the present study sought to approach a broader sample of races and, for this reason, it was decided to access participants through this platform. Specifically, between the 29th of March and the 20th of April 2017 a *banner* was placed on this platform that directed visitors to the aforementioned questionnaire. A requirement to respond to the questionnaire was having participated in at least one charity race or run in Catalonia. This enabled relevant runners to be distinguished from other members of the community under consideration. In order to encourage participation, participants were entered into a raffle for the chance to be registered into a popular race in the city of Barcelona.

2.3 INSTRUMENT

The questionnaire was divided into three main sections: (1), sociodemographic data; (2) reasons for participation; (3) charity management in charity races and runs. In concrete, the first block was formulated from questions that corresponded to “work situation” and “habits”, with each being based on, respectively, the Catalan Sport Council (Consell Català de l’Esport, 2010) and the Centre of Sociological Studies (Centro de Estudios Sociológicos, 2010). Reasons for participation were measured from 16 items pertaining to 5 motivational factors: Physical and mental level (4 items); desire for socialisation (4 items); escape (2 items); duty to participate (3 items); making a difference (3 items). Some items were extracted from already existing instruments, whilst others were adapted in accordance with the specific study context. In the case

of items that corresponded to the factors of physical and mental level, desire for socialization and duty to participate were based on proposals made by Taylor and Shanka (2008) and Bennett et al. (2007). Items corresponding to the motivational factors of escape and making a difference, were adapted from proposals made by Filo, Groza and Fairley (2012). With regards to the third section of the questionnaire which centred on the importance of charity management and accountability on the decision to participate in these types of events, three factors were included: Charity-related information available on the event website (6 items); preference of participants towards charity contribution (5 items) and continuing solidarity once the event is finished (4 items). All 31 items were rated along a Likert scale, with 1 being totally disagree and 7 completely agree.

This questionnaire was previously examined by 3 experts who were all university teachers without any link to the university to which the authors belonged. The aim of this was to ensure that the questionnaire was limited to the object of study and the proposed objective, had an appropriate level of abstraction, and was understandable and compatible with respondents' educational level and vocabulary. Following this review, changes were introduced, especially in the relation to the second part of the questionnaire. These sought to simplify the factors and items that seemed repetitive or confusing at times.

Overall reliability of the questionnaire showed a Cronbach alpha of 0.903. In analysing the 31 elements, the 16 items pertaining to reasons for participation produced a value of 0.815, whilst 0.895 was calculated for the 15 items pertaining to charity management. Given that the majority of coefficients obtained were greater than 0.8, the level of internal consistency was considered to be good or excellent (Hernández, Fernández and Baptista 2014).

2.4 STATISTICAL ANALYSIS

All data analysis was carried out using the statistical program SPSS v. 25.0, for Windows.

Reliability of the questionnaire and related Likert scales was verified using the statistical method calculating the Cronbach alpha coefficient. This was used to measure internal consistency of the 31 items contained by the instrument.

In addition to basic descriptive analysis (frequencies, means and standard deviations), normality of the data was later checked through the Kolmogorov-Smirnov test. Given that results showed $p > .05$, repeated measures ANOVA was used (Lambda de Wilks, $p < .01$) and Bonferroni correction was applied. In this way, differences were analysed between the subcategories of the sections of reasons for participation and charity management in charity races and runs. Following this, the same ANOVA test was used to compare means between the most highly rated reasons in each sub-category related to reasons for participation.

3 RESULTS

3.1 DESCRIPTIVE ANALYSIS

Descriptive analysis of the different questionnaire responses was grouped according to the following categories: Reasons for participation and charity management.

In reference to reasons for participation, as can be observed in table 2, the most highly rated indicators were: "Because I enjoy sharing experiences with others" 5.51 (1.3), "in order to better myself" 5.38 (1.63) and "to relieve stress and tension" 5.36 (1.41). Items belonging to the subcategories of desire for socialisation, physical and mental level, and escape can also be considered. These showed an inclination of runners towards factors associated at a personal or social motivational level.

On the other hand, the indicators that were scored least highly by runners referred to: "Because I feel a moral obligation to participate in order to help others" 3.87 (2.03), "because I feel a moral obligation to participate in order to help charitable causes" 3.57 (2.04) and "because I feel guilty if I do not participate" 2.21 (1.6). These indicators corresponded to the subcategories of making a difference and obligation to participate, with all of these factors being related with solidarity.

PENDIENTE DE PUBLICACION EN PRESS

Table 2. Descriptive analysis of motivational factors

	Escape <i>n</i> =2 <i>M</i> (<i>SD</i>) 5.20 (1.33)	Physical and mental level <i>n</i> =4 <i>M</i> (<i>SD</i>) 5.03 (1.43)	Desire for socialisation <i>n</i> =4 <i>M</i> (<i>SE</i>) 4.99 (1.34)	Making a difference <i>n</i> =3 <i>M</i> (<i>SE</i>) 4.72 (1.44)	Obligation to participate <i>n</i> =3 <i>M</i> (<i>SD</i>) 3.22 (1.66)
Because I enjoy sharing experiences with others			5.51 (1.3)		
To better myself		5.38 (1.63)			
To alleviate stress and tension	5.36 (1.41)				
Because I enjoy the interaction with participants			5.21 (1.51)		
To demonstrate to myself what I can do		5.19 (1.72)			
To be fit		5.10 (1.58)			
To get away from the daily hustle	5.03 (1.51)				
Because it is important to me that I actively contribute in charitable causes				4.98 (1.59)	
To relate with my friends and peers			4.78 (1.63)		
Because I feel like an active part of the fight for the causes associated to every race or run in which I participate				4.74 (1.59)	
To leave my mark		4.46 (1.87)			
Because I think the it could be beneficial to me to contribute to these charitable causes				4.45 (1.76)	
Because it allows me to meet people with similar interests			4.45 (1.8)		
Because I feel a moral obligation to participate in order to help others					3.87 (2.03)
Because I feel a moral obligation to participate in order to help charitable causes					3.57 (2.04)
Because I feel guilty if I do not participate					2.21 (1.6)

The block indicators referring to the importance of charity management and accountability on intention to participate in charity races and runs that were most highly rated were: "Information on the event website about the part of my registration that is destined towards a charitable cause" 5.37 (1.34) and "the charitable contribution should be mandatory and correspond to the total cost of registration" 4.99 (1.53). These items, which were found within the subcategories of charitable information and contribution preferences, denoted the interest of participants in receiving charitable information before the race. In exchange, "on various occasions I have returned to collaborate with the recipient charitable institution" 3.36 (1.85), was the least highly rated item belonging to the subcategory of continuing solidarity. This is shown in table 3.

PENDIENTE DE PUBLICACIÓN / IN PRESS

Table 3. Descriptive analysis of charity management factors

	Charitable information <i>M (SD)</i>	Contribution preferences <i>M (SD)</i>	Continuing solidarity <i>M (SD)</i>
	5.08 (1.14)	4.4 (1.01)	3.75 (1.6)
Information on the event website about the part of the registration destined towards the charitable cause	5.37 (1.34)		
That the event website has detailed information regarding projects or initiatives which will receive raised funds	5.09 (1.36)		
Information appearing on the event website regarding the institution which will receive raised funds	5.05 (1.37)		
Information on the event website about fundraising in previous editions	5.02 (1.45)		
Information on the event website about charitable projects supported in previous editions	5.02 (1.36)		
That the charitable contribution should be mandatory and correspond to the total cost of registration		4.99 (1.53)	
Promotion of social and civil values, beyond solidarity	4.91 (1.39)		
That the charitable contribution should be mandatory and correspond to a significant part of the cost of registration		4.83 (1.56)	
That the charitable contribution (financial or material) is voluntary		4.57 (1.53)	
That each participant can connect with charitable initiatives, for example, through micro-patronage platforms		4.37 (1.51)	
I access the social networks of charitable entities			3.89 (1.83)
I inform myself about the total reached and the charitable projects supported			3.88 (1.81)
I access the charitable entities website			3.87 (1.82)
On various occasions I have returned to collaborate with the recipient charitable institution			3.36 (1.85)
That the charitable contribution is mandatory and corresponds to a significant part of the cost of registration		3.23 (1.84)	

3.2 DIFFERENTIAL ANALYSIS

Comparisons between the subcategories belonging to the group of reasons for participation can be appreciated in Table 4. No significant differences were found between the subcategories of escape, physical and mental, and desire for socialisation (factors related with personal benefit). The opposite occurred to that seen when contrasting the subcategory of obligation to participate with others, with a significant difference of $p < .001$ being obtained in all cases. At the same time a significant p was obtained ($p = .003$) between the two subcategories escape and making a difference, these belonging to personal and altruistic factors, respectively.

When choosing the reason for participation in these events that most stood out from each of the subcategories, it is notable that significant differences do not exist (i.e. none with $p > .05$) when comparing item means: “Because I enjoy sharing experiences with others”, “to better myself” and “to alleviate stress and tension”. All of these correspond to personal or social motives. At the same time, the least rated item by runners was: “Because I feel a moral obligation to participate in order to help others”. This comes from altruistic purposes and obtained $p = .000$ for all comparisons. In the same way, the motive “because it is important to me that I actively contribute to charitable causes” from the subcategory of “making a difference”, obtained a significant difference of $p = .004$ when contrasting with the main reason for which runners participate in these types of events: “Because I enjoy sharing experiences with others”.

Differential analysis according to the subcategories pertaining to charity management produced, in all cases, significant differences at the level of $p < .001$. This can be observed in table 5.

Table 4. Differential analysis of the subcategories belonging to reasons for participation

	Escape	Physical and mental	Desire for socialisation	Making a difference	Obligation to participate
Escape	1	1	.776	.003*	.000*
Physical and mental	1	1	1	.851	.000*
Desire for socialisation	.776	1	1	.245	.000*
Making a difference	.003*	.851	.245	1	.000*
Obligation to participate	.000*	.000*	.000*	.000*	1

(* $p < .01$)

Tabla 5. Differential analysis of subcategories belonging to charity management

	Charitable information	Contribution preferences	Continuing solidarity
Charitable information	1	.000*	.000*
Contribution preferences	.000*	1	.000*
Continuing solidarity	.000*	.000*	1

(*p < .01)

4 DISCUSSION

The two objectives proposed in the present study were to analyse the main reasons that affect participation in charity runs and races in Catalonia, and determine the importance of charity management and accountability to the decision to participate in these types of events.

The first objective was tackled as studies of this type do not currently exist in Spain, despite growing importance being acquired by these types of events (CinfaSalud 2017). Various works exist in the international context which approach this issue, the majority of these being focused on a specific sporting event (Bunds, Brandon-Lai and Armstrong 2016; Filo, Spence and Sparvero 2013; Filo, Groza and Fairley 2012; Won et al. 2011). The present research study, in contrast, takes a broader approach, focusing on those runners or joggers who have participated in at least one charity race or run in the last year.

In accordance with the observed results, in the context analysed these events attracted a profile of motivated participants. This is mainly characterised by factors associated with personal benefit such as escape, physical and mental level, and desire for socialisation. Further, this is in detriment to altruistic factors including making a difference and obligation to participate, with the latter being understood as personal commitment. This is shown with the statistical difference found to the level of $p < .001$, when comparing factors pertaining to obligation to participate with other with the remaining subcategories. In this way, the reason “because I feel a moral obligation to participate in order to help others” is the least popular preference for participation, with significant differences ($p = .000$) being shown with the other more highly rated reasons from each category. In agreement with typologies identified by Nettleton and Hardey (2006), this profile was weakly oriented towards and loosely linked with solidarity. The main reasons observed for participation do not greatly differ from those reported in the *Annal of Sporting Statistics 2017* (General Subdivision of Statistics and Studies [Subdirección General de Estadística y Estudios] 2017). At the same time, the results collaborated those observed by Taylor and Shanka (2008). Findings of these authors were that the main reasons for participation in a charity sporting event in Canada were related with sporting or

athletic achievement, these reasons being related with status. Others reasons, albeit to a slightly lesser extent include social involvement and solidarity. Given the importance of reasons linked to the desire for socialisation, Won et al. (2011) suggest that the use of social networks could contribute to increases in the number of participants.

On the contrary, reasons associated with the factors making a difference and obligation to participate were amongst the least important. The lack of importance of these motives was relevant given that we are considering sporting events with a charitable purpose. These results were contrasted with research studies conducted by Filo, Groza and Fairley (2012) and de Won et al. (2011). These studies focused on a concrete charity event and main reasons for participation were observed to be those associated with altruism and philanthropy. Further, the research study conducted by Bennett et al. (2007) also highlighted main reasons to participate in these types of events as the degree of involvement with the charitable cause and desire to pursue a healthy lifestyle. In the same way, in the present study the health-related reason “to alleviate stress and tension”, produced a value of $p = .000$ when compared with the item “because I feel a moral obligation to participate in order to help others”.

These differences with regards to findings of main motives in the present study and some of those reported in prior studies may be explained by the large diversity of organisational formats which exist in Spain in relation to charity runs and races, with the extent of the link to charity being disparate. These results point towards an interest in strengthening the link between participants and the charity event. In agreement with Filo, Groza and Fairley (2012), it is possible to influence participants' feelings to make a difference through their participation. This can be done, for instance, using symbols and messages on different *merchandising* products which impact the moral responsibility of participants, such as celebrating festive acts before and after celebrating the event. Development of social networks between participants can serve to strengthen social capital and impact upon perceptions of contributing to make a difference through the event (Filo, Groza and Fairley 2012).

The second objective consisted of understanding the influence of charity management and accountability on decisions to participate in these types of events. Results showed that charitable information prior to holding the event was of special interest to participants' decisions to participate, with information following this generating less attention and interest. In this way, significant differences were confirmed in all cases ($p < .001$) when contrasting the 3 subcategories analysed with each other (charitable information, contribution preferences and continuing solidarity). The importance of receiving prior information reflected the need to clearly define the charitable link of the event, its charitable aim and its fundraising. Here, communication is a key factor in the decision-making process to participate in a charity run or race. This has been corroborated by findings reported by Ruperto and Kerr (2009). Development of a communication strategy on behalf of organisers could be highly useful to the creation of a more significant experience between participants. In this way, a stronger connection (Bunds, Brandon-Lai and Armstrong 2016; Filo, Funk and O'Brien 2014; Filo, Groza and Fairley 2012) may also be achieved given the

difficulty of maintaining participants' attention once the event is finished. These runners or joggers were characterised by having a weaker link and little continuity with the event. This is in line with a profile of a runner that is more orientated towards sport and less towards charity, in agreement with the various typologies of runners identified by Nettleton and Hardey (2006). Strategies of third sector organisations to link themselves to sporting events seems to be useful for helping segments of the population that are less-linked to charitable causes, move closer to involvement (Abadia et al. 2016). This in turn increases the visibility of these causes, brings in new resources and raises awareness of the charity being supported (Filo, Spence and Sparvero 2013; Filo, Groza and Fairley 2012; Ruperto and Kerr 2009; Bennett et al. 2007; Higgins and Lauzon 2003).

Despite the lack of interest of participants in charitable information once the event concludes, it is necessary to influence accountability, giving visibility to the funds raised and projects supported through fundraising in different charitable editions of the event. This is one of the parameters to which participants pay most attention when deciding whether or not to participate in a charity run or race. At the same time, this exercise of organisational transparency through webpages, social networks or videos can facilitate greater involvement of *stakeholders* (Bunds, Brandon-Lai and Armstrong 2016; Gandía 2011) and demonstrate appreciation to donors and participants (Filo, Groza and Fairley 2012). According to Filo, Groza and Fairley (2012), the celebration of festive acts prior to celebration of the event and afterwards could also be useful for providing information about the charitable aims being pursued. In addition, it can provide information about the final charitable donation raised.

On the one hand, future research studies could influence the analysis of reasons for participation in a concrete charity event and, on the other hand, examine strategies and actions developed by the organisers of these types of events in order to make the supported charitable cause more visible.

5 CONCLUSIONS

The present research study analysed motives of runners or joggers to participate in charity runs and races. These runners had participated in at least one such event in the last year. Despite their charitable nature, the main reasons for participation in these events are related with personal benefit, with the weakest link emerging between participants and charitable motives.

At the same time, the present study focused on the importance attributed to charity management and accountability on the decision to participate in these types of events. In line with the rather weak link between participants and solidarity, a decreased link was observed with attention to management of the charitable project once the event finished.

The importance of strengthening the charitable link of participants is urged through the development of communication strategies by organisers. These will

enable more significant experiences to be created and demonstrates the final impact of charitable projects made possible by the various events.

We hope that this work provides a starting point for future research studies about charitable sporting events in Spain and the characteristics of participants.

6 REFERENCES

- Abadia, S., Medina, F., Sánchez, R., Sánchez, J., Bantulà, J. y Morejón, S. (2016). Empresa, deporte y solidaridad: el caso de Oxfam Intermón Trailwalker. *RICYDE. Revista Internacional de Ciencias del Deporte*, 12, 164-181. doi: 10.5232/ricyde2016.04406
- Abadia, S., Cabedo, J., Sánchez, R., Medina, F., Moragas, M. y Morejón, S. (2018). Exploring Charity Sport Events in Barcelona Province: A Phenomenon on the Rise, albeit with Pending Issues. *Retos*, 0(35), 229-235. Recuperado de: <https://recyt.fecyt.es/index.php/retos/article/view/64001>
- Bennett, R., Mousley, W., Kitchin, P. y Ali-Choudhury, R. (2007). Motivations for Participating in Charity-Affiliated Sporting Events. *Journal of Customer Behaviour*, 6(2), 155-178. doi: 10.1362/147539207X223375
- Bunds, K. S., Brandon-Lai, S. y Armstrong, C. (2016). An inductive investigation of participants' attachment to charity sport events: the case of team water charity. *European Sport Management Quarterly*, 16(3), 364-383. doi: 10.1080/16184742.2016.1164212
- Centro de Estudios Sociológicos (2010). *Encuesta de hábitos deportivos de los españoles*. Recuperado de: http://www.cis.es/cis/export/sites/default/Archivos/Marginales/2820_2839/2833/cues2833.pdf
- CinfaSalud (2017). *Dossier de prensa. VI Estudio CinfaSalud: Percepción y hábitos de los corredores y corredoras españoles 2017*. Recuperado de: <https://www.cinfasalud.com/areas-de-salud/cuidado-diario/deporte-saludable/estudio-cinfasalud/>
- Consell Català de l'Esport (2010). *Enquesta d'hàbits esportius a Catalunya 2009-2010*. Espugues de Llobregat: Consell Català de l'Esport.
- Díaz, F. J., Piedrafita, E., Marcén, C. y Marcén, N. (2014). Estudio sobre la percepción y valoración de los servicios ofrecidos en las carreras a los participantes. En R. Llopis. (Ed.), *Crisis, cambio social y deporte* (pp. 124-28) Valencia: Nau Llibre.
- Fernández, S. y Fernández-Río, J. (2019). Indoor-Cycling Practitioners' Motives and Addiction during a Year of Practice. *Revista Internacional de Medicina y Ciencias de la Actividad Física y el Deporte*, 19(76), 673-684 doi: 10.15366/rimcafd2019.76.008
- Filo, K. R., Funk, D. C. y O'Brien, D. (2008). It's really not about the bike: exploring attraction and attachment to the events of the Lance Armstrong foundation. *Journal of Sport Management*, 22(5), 501-525. doi: 10.1123/jsm.22.5.501
- Filo, K. R., Funk, D. C. y O'Brien, D. (2009). The meaning behind attachment: Exploring camaraderie, cause, and competency at a charity sport event. *Journal of Sport Management*, 23(3), 361-387. doi: 10.1123/jsm.23.3.361

- Filo, K. R., Funk, D. C. y O'Brien, D. (2014). Examining motivation for charity sport event participation: A comparison of recreation-based and charity-based motives. *Journal of Leisure Research*, 43(4), 491-518. doi: 10.1080/00222216.2011.11950247
- Filo, K. R., Groza, M. y Fairley, S. (2012). The role of belief in making a difference in enhancing attachment to a charity sport event. *Journal of Nonprofit & Public Sector Marketing*, 24(2), 123-140. doi: 10.1080/10495142.2012.679165
- Filo, K. R., Spence, K. y Sparvero, E. (2013). Exploring the properties of community among charity sport event participants. *Managing Leisure* 18 (3): 194-212. doi: 10.1080/13606719.2013.796179
- Gandía, J. (2011). Internet Disclosure by Nonprofit Organizations: Empirical Evidence of Nongovernmental Organizations for Development in Spain. *Nonprofit and Voluntary Sector Quarterly*, 40(1), 57-78. doi: 10.1177/0899764009343782
- Gibson, H. y Fairley, S. (septiembre, 2015). *Small-scale sport events: A critical review of the literature and future directions*. Póster presentado en European Association of Sport Management Conference, Septiembre, Dublin, Ireland.
- Hendriks, M. y Peelen, E. (2012). Personas in action: linking event participation motivation to charitable giving and sports. *International Journal of Nonprofit and Voluntary Sector Marketing*, 18(1), 60-72. doi: 10.1002/nvsm.1458
- Hernández, R., Fernández, C. y Baptista, P. (2014). *Metodología de la investigación*. México: McGraw Hill.
- Llopis, R. y Llopis, D. (2012). Una tipologia sociocultural dels corredors populars a Espanya. *Apunts. Educació Física i Esports*, 1(108), 9-16. [https://doi:10.5672/apunts.2014-0983.cat.\(2012/2\).108.01](https://doi:10.5672/apunts.2014-0983.cat.(2012/2).108.01)
- Mujika, A., García, I. y Gibaja, J. J. (2018). Incidència de la cursa Behobia-San Sebastián en el foment d'estil de vida saludable. *Apunts. Educació Física i Esports*, 1(131), 34-48. [http://dx.doi.org/10.5672/apunts.2014-0983.cat.\(2018/1\).131.03](http://dx.doi.org/10.5672/apunts.2014-0983.cat.(2018/1).131.03)
- Palmer, C. (2016). Research on the run: moving methods and the charity 'thon'. *Qualitative Research in Sport, Exercise and Health*, 8(3), 225-236. doi: 10.1080/2159676X.2015.1129641
- Pelozo, J. y Hassay, D. N. (2007). A typology of charity support behaviors: Towards a holistic view of helping. *Journal of Nonprofit and Public Sector Marketing*, 17(1-2), 135-151. doi: 10.1300/J054v17n01_07
- Saxton, G. D., Neely, D. y Guo, C. (2014). Web disclosure and the market for charitable contributions. *Journal of Accounting and Public Policy*, 33(2), 127-144. doi: 10.1016/j.jaccpubpol.2013.12.003
- Scheerder, J., Breedveld, K. y Borgers, J. (2015). Who is doing a run with the running boom? The growth and governance of one of Europe's most popular activities. En J. Scheerder, J. Breedveld, y J. Borgers. (Eds.), *Running across Europe. The rise and size of one of the largest sport markets* (pp. 1-27). Hampshire: Palgrave Macmillan.
- Scott, A. y Salomon, P. J. (2003). The Marketing of Cause-Related Events: A Study of Participants as Consumers. *Journal of Nonprofit & Public Sector Marketing*, 11(2), 43-66. doi: 10.1300/J054v11n02_03

- Seguí, J. y Farias, E. (2017). El trail running (carreras de o por montaña) en España. Inicios, evolución y (actual) estado de la situación. *Retos*, 0(33), 123-128. <https://recyt.fecyt.es/index.php/retos/article/view/56462>
- Subdirección General de Estadística y Estudios (2017). *Anuario de estadísticas deportivas 2017*. Madrid: Ministerio de Educación, Cultura y Deporte. Recuperado de: https://www.mecd.gob.es/servicios-al-ciudadano-mecd/dms/mecd/servicios-al-ciudadano-mecd/estadisticas/deporte/anuario-deporte/AED-2017/Anuario_de_Estadisticas_Deportivas_2017.pdf
- Won, D. Park, M. Lee, K. Y. y Chung, J. (2011). Factors affecting participation in charity sport events involving a low intensive physical activity. *International Journal of Leisure and Tourism Marketing*, 2(3), 248-248. doi: 10.1504/IJLTM.2011.042289
- Zarauz-Sancho, A., Ruiz-Juan, F., Flores-Allende, G., & Arufe Giráldez, V. (2016). Variables predictoras de la percepción del éxito: aspectos diferenciales en corredores de ruta / Predictor Variables of the Perception of Success: Differential Aspects in Route Runners. *Revista Internacional de Medicina y Ciencias de la Actividad Física y del Deporte*, 0(63). doi:10.15366/rimcafd2016.63.012

Número de citas totales / Total references: 29 (100%)

Número de citas propias de la revista / Journal's own references: 2 (6,89%)