

2021 GRANT APPLICATION GUIDELINES



Overview

The ParticipACTION Community Better Challenge is an annual event that gets Canadians across the country moving together. From June 1st to June 30th, 2021, we are calling on ALL Canadians to get active and incorporate physical activity where they live, learn, work and play

As individuals or as part of an organization, we are asking Canadians to get active and track their physical activity minutes in an effort for their community to be recognized as one that champions active living. At the conclusion of the challenge, we'll recognize and celebrate community achievements, crowning provincial / territorial winners and ultimately appointing one community with the designation of **Canada's Most Active Community!**

ParticipACTION has developed a micro-granting program that will support community organizations who are planning to host participatory in person or virtual activities or leverage physical activity-related programming during the challenge period. Micro-grants range from \$250 to \$1,000 and can support qualified instructors, equipment, rental cost, marketing and promotion and other costs that will make the activity even more impactful. Sample activities include try-it sessions, multi-sport or multi-activity programs, open-houses, school events, mayor's challenges, neighborhood fun runs as well as virtual events such as virtual runs or zoom classes (note: as safety is very important to us, all local public health protocols and recommendations must be followed).

The ***ParticipACTION Community Better Challenge*** is supported by the **Public Health Agency of Canada, Sport Canada** and the **Ontario Trillium Foundation**.

Timing

Grant applications will be accepted from **9:00 a.m. ET on Monday January 25th, 2021 to 5:00p.m. ET on Friday February 26th, 2021.**

There will be one grant cycle. All applicants will be informed of the funding decision by email approximately one month following the application deadline. One hundred per cent of the funds will be distributed in one payment, approximately two-to- three weeks following the decision.

Eligible Groups

Applications may be submitted, individually or in partnership, by:

- Community, not-for-profit organizations and associations that can offer physical activity or sport participation opportunities in their community, either through events or programs
- Municipalities
- Schools
- First Nations, Inuit and Métis communities

- National Sport Organizations, Multi-sport Organizations, provincial and local sport organizations
- Organizations that can reach all segments of the Canadian population - i.e. LGBTQ2S+, youth, seniors, individuals with disabilities, visible minority groups, newcomers, groups representing rural areas, minority language communities, Indigenous, and low-income populations.

Eligibility Guidelines

The following factors will be considered in choosing successful applications:

- The activity must take place in Canada.
- The activity must take place within the month of June, either in its entirety or in part. For sake of clarity, the following examples ARE ELIGIBLE:
 - June 8
 - June 8 to June 11
 - May 25 to June 8
 - June 8 to July 3
 - May 1 to August 1
- The activity must be registered through the ParticipACTION website.
- Organizations may apply for multiple grants if they are planning to conduct multiple events or promote different programs during the challenge timeframe. The maximum each organization can receive is \$1,000 for all programs and events.
- All recipients **must track the physical activity that their grant supports during the challenge at www.participaction.com/challenge**
- All recipients **must complete a post-event online survey within one month after the program or event ends.**
- Failure to track physical activity minutes and complete the survey will make the organization ineligible for future grant applications with ParticipACTION.

Application and Criteria Assessment

Applications will be assessed according to the following criteria:

- Demonstrate inclusive and equitable practices that maximize sport, recreation, and physical activity opportunities for everyone in the community.
- Potential of the activity to inspire and encourage sport and physical activity participation within local public health guidelines and limits. Activities could be outdoor, physically distanced, multiple smaller programs or events, or virtual.
- Financial need – what additional value could the funding provide to your event/program that otherwise would not be possible?
- Events and programs are accessible to people of all abilities, at little or no cost.
- Events and programs are strongly encouraged to use qualified instructors where appropriate (e.g., NCCP, First Aid, High Five, Physical Literacy 101 or other skill development program certification).

- Ability of the event or program to connect individuals with the **ParticipACTION Community Better Challenge** through marketing, promotion or onsite signage/handouts and encourage registration and tracking of their physical activity minutes by downloading the ParticipACTION App or on the ParticipACTION website
- Consideration will be given to the geographic distribution of funds throughout the various regions of Canada and to programs or events that are inclusive of the diversity of Canada and accessible for people of all abilities.

Selection Committee

- Eligible applications will be evaluated by a review panel consisting of ParticipACTION staff and partners from the physical activity, sport and recreation sector. The panel will base its recommendations on the eligibility and assessment criteria described in these guidelines, within the context of the applicant's organizational, community and regional needs.

Expenses

- Expenses must be directly related to costs incurred for delivering a physical activity or sport participation experience or helping to make it accessible and inclusive. Eligible expenses include:
 - Sporting equipment,
 - Coaching/trainer expenses
 - Venue/space rental etc.
 - Transportation
 - Nutrition
 - Costs associated with delivering a virtual activity
 - Cost the help activity meeting public health guidelines
 - Childcare for participants during an event
 - Any accommodations that may be required for full participation such as ASL, captioning, personal assistance etc.
- The Community Better Challenge will not support events that do not have a physical activity or sport component. Examples of activities that would not be supported include public year-end team celebrations and private parties.
- Other ineligible expenses include
 - Performance fees
 - Capital expenditures (renovation, construction, computer equipment)
 - Deficits incurred from past activities
 - Prizes or awards
 - Competitions or expenses incurred prior to funding support issue.

Conditions and Limitations

- The ParticipACTION Community Better Challenge must be acknowledged where possible on all materials related to the funded event. A digital toolkit including logos, guidelines, promotional materials and social media tools will be available on ParticipACTION's website by mid-April 2021.
- In order to apply for a grant, applicants will be required to register and track their program or event on ParticipACTION's website and complete a post-program or event online survey. The survey should outline their use of the funds and the outcomes of their program or event and be completed within one month of the end date. A link to this survey will be e-mailed to the event organizer.

By applying to the Community Better Challenge, ParticipACTION can publish the successful applicant's organization name and final funding amount. By completing the application, you agree to the above conditions.

To apply or for more on the *ParticipACTION Community Better Challenge*, please visit:
<https://www.participaction.com/en-ca/programs/community-challenge>

If you have any questions, please contact:
info@participaction.com