

# 2022 GRANT APPLICATION GUIDELINES



## **Overview**

The ParticipACTION Community Better Challenge is an annual event that gets Canadians across the country moving together. From June 1<sup>st</sup> to June 30<sup>th</sup>, 2022, 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 \$500 to \$1,500 and can support qualified instructors, equipment, rental cost, marketing and promotion and other costs that will make the activity even more impactful, inclusive and accessible. 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, our premier partner Saputo and the provinces of Newfoundland and Labrador and Saskatchewan.**

## **Timing**

Grant applications will be accepted from **9:00 a.m. ET on Monday January 17<sup>th</sup>, 2022, to 5:00p.m. ET on Monday February 21<sup>st</sup>, 2022.**

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 targeted segments of the Canadian population - i.e. LGBTQ2S+, youth, seniors, individuals with disabilities, racialized groups, newcomers to Canada, groups representing rural areas, minority language communities, Indigenous groups, and low-income populations.
- Organizations that can deliver multi-sport programming to Women & Girls (further details below)

### **Women & Girls Multi-Sport Funding (NEW FOR 2022)**

- ParticipACTION will be providing a minimum of \$60,000 in grants to groups and community organizations that can offer multi-sport experiences to women and girls that experience health inequity.
- Organizations that meet these criteria will be asked to identify themselves and provide further details within the grant application
- The program or event must be specifically targeted to women and/or girls and must offer the opportunity to try or participate in at least 2 different sports.

### **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
- You may only track minutes for the portion of your program or event that takes place in June.
- The activity must be registered and tracked through the ParticipACTION website. The registration portal will be available in late April or early May.
- Organizations that are planning various activities within the month of June should submit as one application.
- Chapters, branches or departments from within the same organization may submit separate applications if they are hosting different programs/events during the Challenge timeframe.

- All recipients **must track the physical activity that their grant supports during the challenge at [www.participaction.com/challenge](http://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. Priority will be given to programs and events that can engage a large number of people and/or that can specifically target groups that experience health inequity.
- Specific to Women & Sport funding, demonstrate the ability to offer multi-sport experiences to women and girls that experience health inequity. Potential of the activity to inspire and encourage sport and physical activity participation within local public health guidelines and limits. E.g. if indoor restrictions / gathering limits are in place activities could be outdoors, 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 individuals to register 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 that helps the activity meet public health guidelines
  - Childcare for participants during an event
  - Honoraria and small prizes and incentives for participation and volunteers
  - 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
  - Competitions or expenses incurred prior to funding support issue.

## **Conditions and Limitations**

Successful grant applicants must:

- Acknowledge The ParticipACTION Community Better Challenge is supported by the Government of Canada and Saputo where possible on 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.
- Register and track their program or event on ParticipACTION's website and complete a post-program or event online survey. A link to this survey will be e-mailed to the event organizer.
- Keep a record of how the grant funds were used in support of your program or event and agree to cooperate with the Auditor General of Canada should ParticipACTION be audited.
- Indemnify ParticipACTION and the Government of Canada for any damages as a result of the activities undertaken with the funding.
- Protect itself, through an appropriate policy of insurance, against any liability resulting from anything done or omitted in carrying out activities under this Agreement.

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>

**Want to learn more on how to submit a grant application or how the Community Better Challenge can help your community get active?**  
[CLICK HERE](#) to setup a quick chat with our program coordinator!

For general questions, please contact:  
[info@participaction.com](mailto:info@participaction.com)