



**PARTICIPACTION COMMUNITY CHALLENGE  
GRANT APPLICATION GUIDELINES**

## Overview

The ParticipACTION Community Challenge is a national physical activity and sport initiative that encourages everyone in Canada to get active in search of Canada's Most Active community. The fourth edition of the Community Challenge will take place in June 2023.

Funded by the Government of Canada's Community Sport for All Initiative, the Community Challenge grants will support community organizations to remove barriers and increase physical activity and sport participation and retention for equity-deserving groups as part of the 2023 Community Challenge.

## Available Grants

- There will be up to **800 grants of \$5,000** allocated to eligible organizations who meet the requirements set out in this document.

## Grant Timing

- Grant applications will be accepted from **9:00 a.m. ET on Wednesday December 14, 2022, to 5:00p.m. ET on Wednesday, February 1, 2023.**

## Notification and Grant Distribution

- Organizations will be notified of the final status of their application **by March 15, 2023.**
- One hundred per cent of the funds will be distributed in one payment, with funds distributed **by April 15, 2023.**

## Eligible Groups

ParticipACTION invites the following types of organizations to apply for a grant:

- **Sport and community organizations** who can develop partnerships with organizations to co-develop, promote and facilitate quality sport or physical activity events or programs for equity-deserving groups.
  - This may include organizations such as: national, provincial and territorial sport organizations, local sport clubs, schools, youth organizations, community centers, seniors clubs.
- **Social Service Organizations** who reach equity deserving groups and can promote the value of sport, build awareness of local opportunities to participate in quality sport, and provide subsidies to group members to participate in sport. Grants will also support partnerships to facilitate sport, connect with the community, and build awareness.
  - This may include organizations such as settlement organizations, cultural groups, Indigenous Friendship Centres, 2SLGBTQQIA+ advocacy and support organizations, organizations that serve low-income populations and organizations that support people with a disability.
- **Organizations who provide sport and physical activity opportunities for equity-deserving populations** who can develop and promote quality events or programs that expand their reach and increase participation and engagement.

- This may include organizations such as: Aboriginal Sport Circle, Winnipeg Newcomer Association, Indigenous Hockey League, 2SLGBTQQIA+ Soccer club or other not-for-profit organizations and associations that can reach targeted segments of the Canadian population and are able to develop and promote quality sport events or programs.

### **Eligibility Guidelines**

The following factors will be considered in choosing successful applications:

- The application must clearly outline the goal **of removing barriers and increasing physical activity and sport participation and retention for equity-deserving groups.**
  - For the purpose of this grant, equity-deserving groups are defined as: members of the Black, Indigenous, 2SLGBTQQIA+, and racialized communities, newcomers to Canada, low-income populations, and people with a disability.
- The activity must take place in Canada.
- The activity must take place within June 2023, either in its entirety or in part.
- Chapters, branches or locations from within the same organization may submit separate applications if they are hosting different programs or events during the Community Challenge timeframe.
- All recipients agree **to track physical activity minutes on the ParticipACTION website or app during the challenge period and complete a post-event online report (survey) within one month after the program or event ends.** Failure to track physical activity minutes and complete the report will make the organization ineligible for future grant applications with ParticipACTION.

### **Application and Criteria Assessment**

Applications will be assessed according to the following criteria:

- Adheres to the eligibility requirements as set in this document.
- Demonstrate inclusive and equitable practices that maximize sport, recreation, and physical activity opportunities for **equity-deserving groups.**
- 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, DAFA (French) or other skill development program certification).
- Applications are strongly encouraged to include a training plan that reflects the required equity training to deliver the event or program (as required within your organization) and/or training for qualified instructors / safe sport.
- Ability of the event or program to connect individuals with the **ParticipACTION Community Challenge** and encourage individuals to register and track their personal physical activity minutes by downloading the free ParticipACTION App or on the ParticipACTION website.
- The application must commit to the activity being **registered and tracked through the ParticipACTION website.** Registration will be ready in early May while tracking will be open throughout the month of June. Both will be available on ParticipACTION's website at: [www.participaction.com/challenge](http://www.participaction.com/challenge)

- The Community Sport for All Initiative guidelines indicate that the activity must adhere to the following principles:
  - Affordable: projects will be delivered with minimal to no cost to participants.
  - Results oriented: projects will be delivered in such a way as to increase participation and retention of equity-deserving communities and, ultimately, drive behavioural change.
  - Focused on organized sport and physical activity: while other activities may be included, the primary activity must be organized sport or physical activity and must adhere to safe sport practices.
  - Green: delivery of the projects should produce minimal or positive environmental impact.
  - Accessible: projects must be tailored to the needs of one or more of the equity-deserving groups but need not be exclusionary and can be open to all and should allow for a wide range of athletic ability.
  - Available: projects should seek to be delivered in underserved communities

## **Expenses**

- Expenses must be directly related to costs incurred for delivering a physical activity or sport event or program or helping to make it accessible and inclusive.
- Eligible expenses include:
  - Training to deliver quality, safe sport and/or for Equity, Diversity and Inclusion training for staff, volunteers or coaches/instructors
  - Partnerships to co-development program with priority audiences
  - Marketing and communications of the Community Challenge program or event
  - Marketing to connect equity-deserving groups to local participation opportunities
  - Subsidies to access quality sport opportunities
  - Delivery of program/event (must be during the 2023 Community Challenge in whole or in part)
  - Sporting equipment
  - Staffing/Coaching/trainer expenses
  - Venue/space rental etc.
  - Transportation
  - Nutrition
  - 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.
- Ineligible expenses include:
  - Public year-end team celebrations and private parties
  - Prize money or awards
  - Capital expenditures (renovation, construction, computer equipment, etc.)
  - Deficits incurred from past activities
  - Banquets or alcohol
  - Competitions or expenses incurred prior to funding support issued
  - Expenses that have already been claimed against another grant submission or funding source
- A budget of anticipated expenses will be requested as part of the grant submission

## **Conditions and Limitations**

By completing the application and as a prerequisite to receiving funding, recipients agree to the following conditions:

- Acknowledge the Government of Canada and ParticipACTION as funders of their program or event.
- Keep a record of how the grant funds were used in support of your program or event and agree to share the details should ParticipACTION be audited.
- Register and track their physical activity minutes 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.
- Ensure appropriate training has been completed based on the details provided in their application. For further training details or opportunities, please refer to the training guidelines found on our program [website](#).
- 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 the application.
- Agree to ParticipACTION having the right to publish the successful applicant's organization name and final funding amount.
- Upon being selected as a successful grant recipient, agree to signing a contract that summarizes the conditions noted above.

### **Want to learn more? Here's how!**

We will be hosting a webinar on January 10<sup>th</sup> (in English) and January 11<sup>th</sup> (in French) that will provide more information on how to complete a great application.

- To sign up for the webinar in English please [click here](#)
- To sign up for the webinar in French please [click here](#)

**For additional information please visit the [Community Challenge website](#)**

**The ParticipACTION Community Challenge is proudly supported by the Government of Canada and Saputo.**

