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# Community Challenge finalists FAQ

## Who are the finalists?

At the end of the Community Challenge, ParticipACTION will contact 50 finalists from across Canada and ask them to each submit a bid to be named Canada's Most Active Community. The 50 finalists will be selected as follows:

- 5 finalists each from ON, BC, AB and QC
- 4 finalists each from SK, MB, NB, NS, NL and PE
- 2 finalists each from NU, NT and YT
- **Total finalists: 50**

## What are the timelines?

Date	Activity
Saturday, June 1, 2024	Community Challenge tracking starts.
Monday, July 1, 2024	Community Challenge tracking ends.
Friday, July 5, 2024	50 finalists are selected, announced and informed.
Thursday, July 11, 2024	Finalist submissions due.
Sunday, July 21, 2024	Submission review period ends.
Tuesday, July 23 or Wednesday, July 24, 2024	Canada's Most Active Community and the most active communities in each province and territory are announced.

## How will the finalists be evaluated?

The finalists will be evaluated based on the following **two components**:

### 1. Community score from the challenge tracking period

This score factors in the number of organizations that registered and tracked during the challenge, the number of participants tracked by the organizations, and the number of individuals who signed up on the Community Challenge website. The community's population is also factored into the calculations.

### 2. Review of finalist submissions

Please refer to the finalist submission section below:



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## What is included in the finalist submission?

Finalists will be required to answer the following five questions:

1. Why do you deserve to be named Canada’s Most Active Community? How have you helped people in your community be more active where they live, learn, work and/or play?
2. How have you reached, supported and engaged organizations and individuals in your community to get involved in the Community Challenge? Please provide examples of any partnerships and/or promotions that were made, and highlight any specific outcomes or impacts these had on increasing physical activity or community engagement.
3. What did you do to reduce barriers to participation in physical activity and sport among people who experience inequities in your community (e.g., low-income populations, persons with disabilities, newcomers to Canada, the 2SLGBTQI+ community, Indigenous communities and racialized communities)? How did you specifically reach and engage these populations?
4. How could you use the prize money to increase opportunities for physical activity and sport in your community and address one or more challenges that your community is facing?
5. Has your community done any of the following to support increasing local physical activity and sport?

Item	Yes	No
Having plans/strategies to promote physical activity, physical literacy and/or sport.		
Declaring National Health and Fitness Day (Saturday, June 1) and/or <a href="#">Québec Sports and Physical Activity Day</a> (Thursday, May 2).		
Ensuring staff and volunteers that are delivering physical activity initiatives are properly qualified (e.g., HIGH FIVE®-certified, DAFA, NCCP, Physical Literacy 101, Safety in Sport, Equity and Inclusion, etc.)		
Promoting the <a href="#">True Sport Principles</a> in your community or becoming a True Sport community.		
Engaging your mayor or other elected officials in promoting the challenge and/or physical activity in your community		
An accessible and inclusive policy is in place to support equity-denied groups.		

In addition, finalists will be encouraged to submit digital evidence, such as photos, stories, promotional efforts, articles and other media, and social media posts to accompany their written responses.



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## What are the prizes?

There are 13 prizes available to win in the challenge as detailed in the table below:

Prize category	Number of prizes available	Category prize value
National	1	\$100,000
Provincial/territorial	12 (one per province/territory, excluding the province or territory that wins the national prize)	\$7,500 or \$15,000*

\*The values of the provincial/territorial prizes depend on funding commitments from each respective province or territory. Based on these commitments, the prize values per province/territory are as follows:

- \$15,000 provincial/territorial prizes: BC, SK, PE, NS, NL, NB, NT
- \$7,500 provincial/territorial prizes: QC, MB, NU, YK, ON, AB

## Funding guidelines

### What can the funding be used for?

Funding needs to support physical activity and sport opportunities within your community. For example:

- Capital builds (playgrounds, trails, renovations, etc.).
- New or existing programs that serve inactive and/or equity-denied groups.
- The acquisition of equipment and supplies to enhance physical activity programs within the community (e.g., sport and recreation equipment for a community centre, adaptive equipment for persons with disabilities, etc.).
- Physical activity strategy development and implementation.
- Strengthening the capacity of organizations that deliver physical activity and sport.



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## When do funds need to be spent?

Within one year of receiving funding, the municipality must confirm plans for spending the funds. All funds should be spent within two years after receipt of the funding.

## Are there any reporting requirements?

Yes. ParticipACTION will provide a brief impact measurement report shortly after completing the project. We will also require proof of the final project once completed, such as a press release, photos and testimonials.

## Does the money need to be spent within a specific area(s) of my community?

Following the end of the challenge, ParticipACTION will provide you with a brief community report, which will include information, such as your community's boundaries as determined by the Community Challenge and the names of organizations that supported your community. In some instances, multiple municipalities have been grouped together. We encourage funds to be dispersed with these factors in mind.

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