



PRESENTED BY



**PARTICIPACTION COMMUNITY CHALLENGE
PRESENTED BY NOVO NORDISK**

GRANT APPLICATION GUIDELINES

Overview

The ParticipACTION Community Challenge presented by Novo Nordisk 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 fifth edition of the Community Challenge will take place in June 2024.

The Community Challenge grants will support municipalities and community organizations to remove barriers and increase physical activity and sport participation and retention for equity-denied groups as part of the 2024 Community Challenge.

Available Grants

- There will be **grants of \$500 - \$1,500** awarded 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 Tuesday, January 16th 2024, to 5:00p.m. ET on Tuesday, February 13, 2024.**

Notification and Grant Distribution

- Organizations will be notified of the final status of their application **by March 22, 2024.**
- One hundred per cent of the funds will be distributed in one payment, with funds distributed **by April 12, 2024.**

Eligibility Criteria

In order to be a successful applicant, the following factors must be applicable:

- The application **must** clearly outline the goal **of removing barriers and increasing physical activity and sport participation and retention for equity-denied groups.**
 - For the purpose of this grant, equity-denied groups are defined as: members of the Black, Indigenous, 2SLGBTQQA+, 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 2024, either in its entirety or in part.
- All recipients agree to **register and track participants and activities on the ParticipACTION website** during the challenge period. Registration will open in April while tracking will open on June 1st and remain open throughout the month of

June. Both will be available on ParticipACTION's website at:

www.participaction.com/challenge

- Recipients also agree to complete a mandatory post-event online report (survey) that will be shared via email during the month of July.
- Failure to track and complete the report will make the organization ineligible for future grant applications with ParticipACTION.

Eligible Groups

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

- Municipalities
- Community, not-for-profit organizations and associations that meet eligibility guidelines as noted above
- 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.
- 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.

Application Assessment

In addition to meeting the eligibility criteria noted above, applications will be assessed based on the following considerations:

- Demonstrate inclusive and equitable practices that maximize sport, recreation, and physical activity opportunities for **equity-denied groups**.
- Demonstrate how the grant and your participation in the Community Challenge will help build your organization's capacity to deliver physical activity and sport opportunities for equity-denied groups.
- Demonstrate how you will provide a supportive, inclusive and safe environment for participants.
- Applicants are strongly encouraged to connect with their local municipality to ensure they are aware you are participating and to encourage them to get involved by registering, promoting the Challenge and participating. The municipality is eligible to win the most active community in Canada prizes.

- 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).
- Ability of the event or program to connect individuals with the **ParticipACTION Community Challenge** and encourage individuals to opt-in on the ParticipACTION website.

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-develop program with priority audiences
 - Marketing and communications of the Community Challenge program or event (ie. promotions targeting equity-denied groups)
 - Delivery of program/event (must be during the 2024 Community Challenge in whole or in part)
 - Sporting / physical activity 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 participants and physical activity 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.
- 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, if deemed necessary by ParticipACTION.

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

**ADDITIONAL SUPPORT
PROVIDED BY**

Canada

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