



COMMUNITY CHALLENGE FINALIST COMMUNITIES FAQ

What are the finalist communities?

At the end of the Community Challenge, ParticipACTION will invite representatives from 40 finalist communities across Canada to complete and submit an application to be named Canada's Most Active Community. We'll select two finalist communities from each province and territory (26 in total) and choose the remaining 14 communities with the highest scores on the national leaderboard.

What are the timelines?

Date	Activity
Sunday, June 1, 2025	Community Challenge tracking starts.
Monday, June 30, 2025	Community Challenge tracking ends.
Friday, July 4, 2025	ParticipACTION selects, informs and announces the 40 finalist communities.
Monday, July 14, 2025	Canada's Most Active Community applications are due at 8 p.m. ET.
Friday, July 18, 2025	ParticipACTION finishes reviewing all applications.
Monday, July 21 or Tuesday, July 22, 2025	ParticipACTION announces Canada's Most Active Community and the most active community in each province and territory.

How will ParticipACTION evaluate the finalist communities?

We'll evaluate the finalist communities based on the following:

1. Community scores from the Challenge tracking period (June 1 – 30, 2025)

This score factors in the number of local governments and community organizations that signed up for the Challenge, the number of registered community programs, initiatives and events run by organizations, the number of participants tracked by organizations, and the number of individuals who pledged to get active on the Community Challenge web portal. The community's population is also factored into the calculations (Hay River, Northwest Territories, was the 2024 national winner, and its population was just under 3,000 people). Please see the [contest rules](#) for more details.

2. Reviews of the finalist submissions

Please refer to the finalist submission section below.

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What is included in the application to be named Canada's Most Active Community?

Finalist community representatives will be required to answer the following five questions:

1. Tell us about your community and why it deserves to be named Canada's Most Active Community. Share some highlights of how community residents got active during the Community Challenge.
2. How did your community's municipal/local government and organizations help residents get more active where they live, learn, work and/or play? Please provide examples of any new partnerships, events, programs, initiatives and/or promotions that increased community physical activity and engagement.
3. What did your community do to reduce barriers to physical activity and sport participation among members of equity-denied groups (e.g., low-income populations, persons with disabilities, newcomers to Canada, members of the 2SLGBTQIA+ community, Indigenous communities and/or racialized communities)? How did you specifically reach and engage these populations?
4. How will your community continue to create impactful sport and physical activity opportunities for its residents in the long term?
5. Which of the following actions did your community take to help increase residents' physical activity and sport participation during the Community Challenge (select all that apply)?

Item	Yes	No
Developed plans/strategies to promote physical activity, physical literacy and/or sport.		
Recognized/celebrated National Health and Fitness Day (Saturday, June 7) and/or Québec Sports and Physical Activity Day (Friday, May 2).		
Ensured that staff and volunteers who ran physical activity and/or sport initiatives, programs, events and initiatives in June were properly qualified (e.g., HIGH FIVE®-certified, DAFA, NCCP, Physical Literacy 101, Safety in Sport, Equity and Inclusion, etc.).		
Engaged your mayor and/or other elected officials in promoting the Community Challenge and/or physical activity/sport in your community		
Had accessible and inclusive policies in place to support equity-denied groups.		

We also encourage finalist community representatives to submit digital evidence such as photos, videos, articles, ads, posters and/or social media posts to accompany their written responses.

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What prizes could finalist communities win?

There are 13 prizes available for finalist communities to win through the Challenge:

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

Funding guidelines

What can communities use the funding for?

Funding needs to support physical activity and sport opportunities within your community. Here are some examples of what your community could use the funding for:

- Capital builds (e.g., playgrounds, recreational trails, renovations, etc.).
- New or existing programs that serve physically inactive and/or equity-denied groups.
- Acquiring 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 offer physical activity and sport opportunities.

When do communities need to spend the funding?

Within one year of receiving funding, your municipality must confirm its spending plans. Your community must spend all funding within two years of receiving it. If your community needs more time to confirm the use of the funding, they must notify ParticipACTION as soon as possible.

Are there any reporting requirements?

Yes. ParticipACTION will provide a short report template that a community representative will need to complete once your municipality confirms its funding plans. After your community has finished its final project(s), we'll request proof of completion such as photos, testimonials and press releases and information about the impact of the funds once it's possible to measure it.

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Does my community need to spend the funds within a specific area(s) of my community?

It will be up to your community to determine how and where the funds are used; however, we'll provide you with a brief community report that will include information such as your community's boundaries as determined by the Community Challenge and the names of organizations that supported your community. We encourage you to disperse the funds with these factors in mind.

Are there any further conditions if my community is chosen as Canada's Most Active Community?

The requirements remain the same whether you're a provincial/territorial winner or the national winner. However, if you're selected as Canada's Most Active Community, we'll contact you shortly after the announcement to determine if there is an opportunity to recognize and celebrate your achievement during an event in your community within two months of the announcement (i.e., in August or September).

The ParticipACTION Community Challenge presented by Novo Nordisk is proudly funded by the Government of Canada and Novo Nordisk. ParticipACTION is grateful for its partners' support.

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