

# City Enrichment Fund: Sport & Active Lifestyles Program

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## 2016 Program Guidelines



Hamilton

# **CONTENTS: SPORT & ACTIVE LIFESTYLES PROGRAM**

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# ELIGIBILITY

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## Criteria

- Incorporated, not-for-profit organizations and community associations
- Organizations must complete a significant portion of their activities within the City
- Organizations can apply for up to two streams
- Applications signed by a City of Hamilton employee will not be considered
- The total grant provided cannot be more than 30% of total program/project's operating costs

## Who is not eligible?

- Individual Residents or Sports Teams
- Organizations whose purpose is related to political activity, as defined by Canada Revenue Agency
- For-profit organizations
- Foundations
- Universities/colleges, schools, hospitals and public agencies
- Religious or political activities
- Fundraising Events/Projects

## Projects not funded through this program:

- Duplication of funding received from another funder
- Budget deficits
- Religious activities
- Political and/or advocacy activities
- Activities that could be deemed discriminatory, as defined by the Ontario Human Rights Code
- Medical research or medical equipment
- Direct contributions to annual fundraising events/campaigns
- Construction of buildings including purchase of land or buildings

## Ineligible Expenses:

- Hospitality
- Insurance
- Retroactive activity
- Commissioned work, including legal fees and patent
- Fundraising events
- Personal equipment
- HST
- Rent

## Allocated Funds:

- Grant amounts are dependent on available dollars.

## TIMELINE

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<b>Application Available</b>	<b>September 1, 2015</b>
<b>Application Deadline</b> Late submissions will not be accepted	<b>November 2, 2015</b>
<b>Evaluation Process</b>	<b>Nov 2015 – Jan 2016</b>
<b>Review Process</b>	<b>February – April 2016</b>
<b>Applicants Notified</b>	<b>May 2016</b>
<b>Announcement of Recipients</b>	<b>May/June 2016</b>

\*Applicants should discuss their funding needs with the Sport Development Specialist team lead, Gordon Young, 905-546-2424 ext. 4610 before submission deadline.

### **Application Process**

- The application deadline is November 2, 2015 at 4:30 pm
- Staff will review applications for eligibility and completeness
- Ineligible and incomplete applications will not be assessed
- Late applications will not be reviewed

### **Application Checklist (through online submission)**

- Completed Application Form
- List of Current Board of Directors
- Financial Information – Audited or Unaudited Financial Report
- Strategic Plan or other long-range planning document (optional)
- Program Budget

# SPORT AND ACTIVE LIFESTYLES PROGRAM

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## Objectives

To provide opportunities for all the people of Hamilton to enjoy and actively participate in sport while:

- Enhancing social, economic and cultural opportunities
- Building community pride and connection

This funding program provides annual grants to support the operation (administration and programming) of established sport organizations and community associations.

## Seven Funding Streams

### **LTAD/PD Planning & Implementation (up to \$7,500)**

To provide not-for-profit sport organizations with a stable funding base to enable them to further their mission and align with their provincial and/or national body.

### **Sport Awareness (up to \$7,500)**

To enhance the ability of organizations to grow, develop and promote programs with high merit, strong impact and solid viability.

### **Capacity Building (up to \$7,500)**

To strengthen the quality, relevance, effectiveness and resilience of sport-related organizations.

### **Sport for Development / Inclusion (up to \$7,500)**

To support the development of new, creative and visionary programs or approaches that further Hamilton's vitality and prosperity.

### **Accessibility (up to \$7,500)**

To cultivate 'working together' through providing programs or services in collaboration with community partners for the benefit of people that would not otherwise be able to participate.

### **Active for Life (up to \$7,500)**

To provide the opportunity for new and expanding programs that will build and/or strengthen physical literacy skills for a targeted population.

### **Multi-Sport Hosting (up to \$50,000)**

To support unique and traditional events that involve multiple sports working together to showcase Hamilton



The City of Hamilton's investment in sport is guided by the Canadian Sport for Life framework.

# ASSESSMENT PROCESS AND CRITERIA

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## Assessment Process

- Applications will be assessed according to stream submitted.
- The three sections of each application will be reviewed by an assessment panel.
- The assessment panel will be composed of peer assessors and staff from the Recreation Division. Participants on the assessment panel will be selected based on familiarity with the sport sector and fair-mindedness and may be drawn from across the province as required.
- Final decisions on all grants are made by City Council.

## Assessment Criteria

All applicants must be able to demonstrate good use of public funds. The following assessment criteria will be used:

### Organizational Competence

- An effective, active and appropriate governance structure
- An active Board of Directors providing the proper stewardship role
- Effective fiscal checks and balances
- Evidence of thoughtful planning towards its vision
- Proactive strategies with appropriate and updated policies
- Good financial health
- Resources to deliver on program / grant request

### Program Merit

- Execute effectively, safely and in compliance with your organization's vision
- The target group that is benefiting from this request
- The quality in what will be offered / provided to the community
- Benefits beyond the immediate request
- Demonstrating what you will do to ensure program/project success

### Community Impact

- How your project aligns with the City's strategic goals
- The community need
- What type of partnerships you will develop
- How you plan to evaluate and reflect on your project completion

# LONG-TERM ATHLETE DEVELOPMENT (LTAD/PD) PLANNING & IMPLEMENTATION STREAM

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## Objective

To enable sport organizations to further their mission and align with their provincial and/or national body's Long-term Athlete/Player Development model.

This stream supports the development, education and/or implementation of a strategic plan or project that aligns with the sports' corresponding LTAD/PD model. This could include a Program Development plan for a specific LTAD stage, enhancing the delivery of physical literacy skills/lessons within a program in the first three stages of the LTAD model, and/or building a Strategic Plan to re-affirm the organization's direction – competitive, recreation or a combination.

**Maximum Grant Amount: up to \$7,500**

## Eligible Expenses

- Professional Fees
- Marketing, promotion materials
- Administrative support and supplies
- Facility costs to host an education or information session

## Ineligible Projects

- Trade shows, trade fairs and conferences
- Events or celebrations

## Project-Specific Question in Application Process

- How does this program align and/or support your sport-specific LTAD/PD model?

## Examples: Ideas of Outcomes / Impacts of your project (minimum of two statements required)

- Hire technical expertise to improve quality program offering
- # of coaches & officials/referees trained in xxxx - (clinics, certification)
- Hiring a consultant to provide expertise in implementing LTAD principles
- Clinic/Education outreach for athletes and parents
- Developing a manual or resources to support development (# of coaches impacted)
- Training and implementing PL/LTAD tools provided by other organizations (# of ppl directly)
- Mentorship program (# of hours, # of coaches)

# SPORT AWARENESS STREAM

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## Objective

To enhance the ability of organizations to grow, develop and promote programs with high merit and strong impact.

**Maximum Individual Grant Amount: up to \$7,500**

## Project Examples

- Social Media Strategy
- Communication Plan (re-branding of organization since its inception)
- Parent Guides/Resources
- Introductory Programs
- Partners with other sport programs for year round multi-sport collaboration
- Web Development
- Recruitment & Retention of membership for Programs

## Eligible Expenses

- Display units/signs/banners
- Marketing materials
- Hardware (Laptop, printer, tablet)
- Administrative fees and supplies
- Professional Fees

## Ineligible Projects

- Ongoing Web hosting/internet services
- Travel & accommodation
- Jerseys/Apparel
- Items & activities that result in direct profit
- Brand awareness specific to capital modifications

## Project-Specific Question in Application Process

- How will this program increase the profile of your organization within the greater community?

## Examples: Ideas of Outcomes / Impacts of your project (minimum of two statements required)

- # of presentations
- # of hits on website re-development
- Increase in recruitment of members
- Achieved a re-branding
- # of followers on social media elements
- Locations & # of promotional materials
- # of members retained
- Increase number of participants (recruitment events)



## CAPACITY BUILDING STREAM

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### Objective

To strengthen the quality, relevance and effectiveness of sport-related organizations. This stream can support capacity building strategies, succession planning, organizational development projects and professional development initiatives with a view to build leadership, coaching, officiating and sustainability.

**Maximum Individual Grant Amount: up to \$7,500**

### Project Examples

- Organizational and human resource assessment, change management and similar processes
- Board development and improved governance practices
- Mentorship, coach/official professional development, job shadowing
- Attending and/or Hosting Workshops/Conferences
- Governance succession planning
- Policy Development
- Facilitator Training
- Recruitment Plan

### Eligible Expenses

- External experts and coaches' fees and travel costs outside of Hamilton
- Professional development fees for participation in seminars or workshops
- Facility fees
- Printing costs – manuals, guides, resource booklets
- Certification fees

### Ineligible Expenses

- Ongoing web hosting
- Ongoing operating costs (including staff time)
- Research and publications
- Undergraduate, post graduate or other academic and professional training

### Project-Specific Question in Application Process

- How will this project strengthen the organization and what steps will be taken to ensure sustainability?

### Examples: Ideas of Outcomes / Impacts of your project (minimum of two statements required)

- Increase number of referees
- Increase the level of expertise in your club (certifications, attending clinics)
- Creation of policies, procedures, practices

## **SPORT FOR DEVELOPMENT / INCLUSION STREAM**

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### **Objective**

To engage marginalized populations by supporting creative and visionary projects which use sport as the mechanism for something greater than itself.

**Maximum Individual Grant Amount: up to \$7,500**

### **Project Examples**

- Recruitment plan for leaders and volunteers
- Building a league or program to improve youth community engagement and mentorship
- Developing a socio-economically challenged community through sport

### **Eligible Expenses**

- Leader Training
- Materials and equipment (purchase and/or rental)
- Facility fees
- Promotional costs
- Program travel
- Professional fees (support workers)

### **Ineligible Expenses**

- Administration
- Fundraising costs

### **Project-Specific Question in Application Process**

- What does your project offer that is unique to your community?

### **Examples: Ideas of Outcomes / Impacts of your project (minimum of two statements required)**

- Increase engagement of targeted marginal populations participating in sport
- Increase number of subsidized players
- Recruit, train and support increased numbers of volunteers
- Increase personal best results of athletes
- Increase the level of physical activity for minority group within the City of Hamilton

## ACCESSIBILITY STREAM

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### Objective

To increase participation and engage persons with disabilities that would not otherwise be able to participate in sport or physical activities through enhancing the resources in collaboration with community partners.

**Maximum Individual Grant Amount: up to \$7,500**

### Project Examples

Pre-existing program or service that wants to increase accessibility to any individuals with an identified special need or disability

### Eligible Expenses

- Resource materials (to support training and education)
- Staff wages (increase staff to support implementation)
- Promotional items related to the program (marketing, advertising, printing, etc.)
- Training for Staff/Volunteers
- Adaptive program equipment

### Ineligible Expenses

- Operating expenses
- Administration Fees

### Project-Specific Question in Application Process

- What will you adapt/do to make this program work/be successful?

### Examples: Ideas of Outcomes / Impacts of your project (minimum of two statements required)

- Increase the number of participating children / youth with disabilities
- Increase the number of training session hosted for the staff / coaches / volunteers
- Increase the number of new pieces of specialized equipment needed increase participation
- Increase the number of engaged specialists that can conduct training sessions

# ACTIVE FOR LIFE STREAM

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## Objective

To provide the opportunity for new and expanding programs for a targeted population that will build and/or strengthen physical literacy skills and support healthy, active lifestyles.

**Maximum Individual Grant Amount: up to \$7,500**

## Project Examples

- Enhance the well-being of participants of any age
- A Program strategy that will benefit citizens in the City of Hamilton
- Cannot compete with existing programs but can enhance or act as a feeder program
- Starting and/or expanding a Seniors activity program

## Eligible Expenses

- Program specific equipment
- Facility fees
- Project-specific promotion materials (marketing, advertising, printing, etc.)
- Training & certification for coaches/volunteers
- Translation (specific to program to enhance or encourage participation)

## Ineligible Expenses

- Operating expenses
- Travel costs
- Capital purchases (e.g. computers or software)

## Project-Specific Question in Application Process

- What makes this program unique to the community?

## Examples: Ideas of Outcomes / Impacts of your project (minimum of two statements required)

- Increase the number of participants or groups in your project
- Increase physical activity and health through sport
- Create more opportunities to become a coach
- Enable larger retention levels from season to season

# MULTI-SPORT HOSTING STREAM

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## Objective

To provide the opportunity for organizations to host Multi-Sport competition / tournaments and larger events that will showcase Hamilton as a Canadian Sport for Life community. The event must align with the Long Term Athlete Development model.

**Maximum Individual Grant Amount: up to \$50,000**

## Project Examples

- International competition
- Regional / Provincial / National events

## Eligible Expenses

- Staffing
- Facility fees
- Promotion materials (marketing, advertising, printing, etc.)
- Capital purchases (e.g. computers or software)

## Ineligible Expenses

- Insurance
- Travel costs

## Project-Specific Question in Application Process

- What makes this event unique?

## Examples: Ideas of Outcomes / Impacts of your project (minimum of two statements required)

- Increase the number of active participants (athletes and support personnel)
- Promote awareness of our community
- Increase the number of trained volunteers

# SUBMISSION SUPPORT - Guidance for Application Questions

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The following will pages will provide the applicant with specific expectations for each question found in the application. Please feel free to contact your designated City of Hamilton staff for additional assistance or clarification.

## SECTION ONE: ORGANIZATIONAL CAPACITY

### 1. Certification by the Board of Directors

Include the date approved by the Board of Directors and have the appropriate signing authority for the Board sign off the application prior to submitting. Please ensure that the Board has read and understood the City Enrichment Fund Policies and Procedures.

### 2. Mission Statement

Please state your mission here. If you feel it is helpful to provide a vision or values of your organization, please include this here as well.

### 3. Information on the Organization

- Provide the date the Organization received its incorporation date. If not incorporated, provide the date the organization was first formalized as an association.
- Check off applicable type of organization.
- Member of a parent organization could be a membership or affiliation to a larger body (District, Provincial or National body).
- Accreditation could be a standard that is provided by a parent company or another organization that gives accreditations for program standards, such as High Five, Club Excellence Program, etc.

### 4. Information on the Board of Directors / Governing Body:

- If N/A – describe who looks after the organization to make sure it is financially healthy and makes the decisions on its direction.
- Provide key components of how you operate: meeting frequency, voting procedures, financial reporting, governance structure (subcommittees and roles), best practices, succession planning, etc.
- If you do not have a strategic plan to submit as a separate document, please outline here what your long-term plans are for the organization and how you adjust with the needs of the community.

### 5. Policies

Complete the chart. Add any other policies or important procedure documents that you feel help your organization run efficiently and effectively.

### 6. Obtaining other Grants

Some grants ask you to secure other funds before submitting an application for their grant. If you are applying to a grant that has this requirement, please describe what grant it is and what the expectations are from that grant provider. If you do not receive this grant will it impact potential success of other grants?

## 7. Financial Statements

Submit the most recent approved statements; most likely from an AGM.

## SECTION TWO: PROGRAM MERIT

### 1. Program Overview

- Describe the uniqueness of the program. How will the program be delivered and how it will help your organization achieve its mission.
- Who is the program designed for: demographics, neighbourhood, socio-economic areas of the community, etc.
- What is the frequency and location of where the program will be hosted? Is there a specific time of the year, a season or is it year-round? Is the facility a partnership to deliver the program at a lower cost?

### 2. Objectives for the Program – now incorporated right on Stream Page

A goal is something you want to achieve by delivering the program. Provide as many goals as possible that meet the purpose for organizing the program. The indicator is your hopeful reach of the goal (numbers). The following are examples:

#### ***Goals impacting children & youth:***

- Improved fundamental movement skills in children participating in program
- Increased participation in sport or physical activity among children impacted
- Number of children directly impacted by program
- Number of people direct affected by the project

#### ***Goals impacting organizations and/or communities:***

- Increased collaboration between organizations and sectors to play and implement how sport is delivered
- Increased number of participants registered/completed program
- Increased knowledge translation among community leaders
- Number of hours devoted to this project (volunteer as well as staff)

#### ***Goals impacting Capacity Building:***

- Number of staff who received training and development
- Number of training opportunities provided to community members
- Frequency of information/education provided to membership
- Number and types of partnerships developed through collaboration

### 3. Quality of Delivering Program

Please identify the qualifications or other training each type of person will receive that contributes to the delivery of your program. If there are different qualifications for the same 'type' (i.e. One Staff member has a high level of certification than others) please add more rows to show everyone and the number of people with each certification that will be important to the program delivery.

#### **4. Program-Specific Financial Budget**

Please provide line items that only pertain to the specific project you are applying for (not the entire organization budget).

#### **5. Past Projects / Programs/Events**

Share some project titles that are similar to this project and show you delivered what you planned and how you achieved/measured the goals when the project / program/ event finished.

### **SECTION THREE: COMMUNITY IMPACT**

#### **1. City of Hamilton Strategic Goals**

Please show how your project aligns with the City of Hamilton's Strategic Goals. Select the ones that apply – could be one, two or all three. The goals are described in more detail at this website: <http://www.hamilton.ca/ProjectsInitiatives/StrategicPlan/>

#### **2. Why Should you Deliver this Program**

Community Need – How do you know this program is needed in the community you have chosen? What evidence do you have – from word of mouth or documentation that supports the reason this project will be valued if implemented.

Connect the need from the above question to the quality of people delivering the program. Why should your organization deliver this project versus another organization that has a similar mandate?

#### **3. Volunteers**

If you have identified that you will be using volunteers for the project please showcase how you will ensure they are equipped to be successful. How will they be recruited (previous knowledge/experience), what training will they receive from your organization and how it will impact their future opportunities in the community (i.e. what job-related skills and/or qualifications could meet other requirements for them in the future).

#### **4. Partnerships**

Describe any organizations (non-profit or for-profit) that you will be partnering with to effectively deliver the program. What contribution will they be making and how will it benefit the program?



## 5. Program Evaluation

How will you reflect if your project was successful? From the specific goals you had to list in the Program Merit section, how else will you gather data to learn from your project and measure its impact?

Examples:

- Participant survey
- Reviews from local media
- Feedback from social media site
- Track increase/decrease in membership
- Track increase/decrease in participation
- Track increase/decrease in volunteerism
- Analyze budget for expenditure decrease
- Analyze budget for revenue increase
- Observe increased aesthetics
- Achieve increased functionality
- Improved energy efficiency
- Review increase/decrease of safety concerns
- Other (Please explain below):

## 6. Other Information

If you feel there is any supporting information about your project that wasn't specific to a question in the application, please list the information here. This needs to be strong supportive evidence that could impact your overall score and is not an area to provide more details on questions previously asked in the application.

# GLOSSARY OF TERMS

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These definitions have been prepared by the City of Hamilton to provide additional clarity around the terms used in the Sport & Physical Activity Program of the City Enrichment Fund Program. Please note that the language and definitions used are generic to sports, are intended to apply across sporting groups, and may differ from definitions used in other funding programs.

## **SPORT ORGANIZATION**

A sport organization has a mandate and a mission to create and provide organized sport opportunities.

## **CAPITAL**

The physical assets required for sports related creation, production and presentation.

## **CAPACITY BUILDING**

A process that strengthens four interrelated pillars – the relevance, responsiveness, effectiveness and resilience of organizations.

## **COMMUNITY**

A group of people bound by common beliefs, values or interests, ethnicity or place of origin, geography or other self-identified commonality.

## **EVENTS**

A one-off single activity, occurrence or celebration, typically taking place over a concentrated period of time, such as a few hours. Examples of events are rallies, demonstrations, single performances or other single sport activities.

## **PROFESSIONAL FEES**

Fees paid to outside professionals for expertise; consultants, branding agencies, specific support workers, website designers. These professionals are considered experts in their field and your organization or its parenting company do not have the expertise to provide this specific service. Contracts with program providers, facilitators or presenters are not allowed.

## **MARKETING, PROMOTION MATERIALS**

Items that will encourage and promote participation in your project. This could include advertising fees, brochure printing and signage. This cannot include dues to parent organization or showcasing organization logo; must be project-specific messaging.

## **ADMINISTRATIVE SUPPORT AND SUPPLIES**

The cost of any supplies or materials that are essential to the operation of the project, such as: stationary, photocopying, postage, time spent directly organizing the project, etc. This cannot include dues to parent organization.

## **RENT**

Used if you pay for space that contributes to the project delivery. Do not include any property tax if applicable.