



RECREATE GRANT 2020 Application Guide

INTRODUCTION

Communities ChooseWell provides funds to transform local practices, places, policies, and partnerships focused on improving healthy eating, physical activity, and active living at the community level.

RECreate Grants of **up to \$5,000.00** are available through Communities ChooseWell to a maximum of one grant per organization. The goal of the RECreate Grant is to enable healthy living champions to overcome the challenges presented by the COVID-19 pandemic to support physical activity, active living, and/or healthy eating within the context of recreation at the community level. The RECreate Grant is designed to support:

Action: Enable action to improve physical activity, active living, and/or healthy eating within the scope of recreation at the community level

Collaboration: Support collaboration among community members and different sectors to create communities that foster wellness

Equity: Develop environments where the healthy choice is easy, accessible, and sustainable for everyone

Focus areas for the RECreat grant are:

Healthy Eating – The nutrition landscape of the community supports all people to make healthy food choices and limits the availability of unhealthy foods.

Physical Activity/Active Living – The community environment provides opportunities for all people to be active in their daily lives and/or removes barriers to participating in physical activity/active living.

This document provides applicants with the RECreate grant eligibility criteria, key dates and details on the application process, the reviewers' expectations for each section of the application, online resources to assist in the completion of the application form, and answers to frequently asked questions. For any additional information, questions, or concerns, please contact:

Marissa MacIsaac
Program Officer, Communities ChooseWell
Alberta Recreation & Parks Association
780-643-1252
mmacisaac@arpaonline.ca

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Eligibility

WHO CAN APPLY?

✓	Registered members of Communities ChooseWell within the year of application. Sign up for free or renew your registration!
✓	Employees or board/council members of one of the following groups: <ul style="list-style-type: none"> ✓ A registered not-for-profit organization ✓ A registered charity ✓ A First Nation, Métis Settlement, municipality, county, or region, ✓ A member organization of a wellness coalition ✓ A public school
✓	Organizations who can demonstrate the proposed project will meet physical activity, active living, and/or healthy eating needs in the community* within the scope of recreation
✓	Organizations who can demonstrate they will work collaboratively in the community to achieve the goals of their proposed project
✓	Organizations who can demonstrate services provided through the proposed project will be publicly accessible and free of membership charge

*What makes a community?

Community can be formed by people living in the same area, interested in the same topic, and/or working together towards a collective purpose. Communities build trust, caring, and a sense of belonging among their members. Communities ChooseWell supports many different kinds of communities, such as people served by community organizations or a department within an organization, municipalities, counties, schools, First Nations, neighbourhoods, socio-cultural groups, and many more!

WHO CAN NOT APPLY?

X	Organizations funded by Alberta Health, including Alberta Health Services and Primary Care Networks. These groups are not eligible but are encouraged to partner with eligible organizations to support a project proposal. For more information, please see Using an intermediary to carry out a charity's activities within Canada.
X	For-profit organizations
X	Religious or sectarian organizations

X	Political organizations or campaigns
X	Elite sports teams or private clubs
X	Private schools and post secondary institutions
X	Contract fundraisers or lobbyists
X	Organizations that discriminate on the basis of ethnicity, gender identity, religion, sexual orientation, ability, age, citizenship status, or socio-economic status

WHAT WILL COMMUNITIES CHOOSEWELL FUND?

✓	Community-level activities that promote physical activity, active living, and/or healthy eating within the scope of recreation and abide by the current COVID-19 regulations (see COVID-19 Info for Albertans)
✓	Activities that have not yet taken place
✓	New programs, projects, or activities
✓	Enhancements to existing programs or activities
✓	Staff, speakers, facilitators, or professional presenters
✓	Project materials such as equipment, books, food, etc. (Note: Food requests must follow Canada's Food Guide)
✓	Insurance for project activities
✓	Hosting or participation in events that support the development of partnerships and actions, and abide by the current COVID-19 regulations (see COVID-19 Info for Albertans)

WHAT WILL COMMUNITIES CHOOSEWELL NOT FUND?

X	Activities unrelated to physical activity, active living, and/or healthy eating within the scope of recreation
X	Activities that are not publicly accessible or free of membership charge
X	Projects focused on the individual-level
X	Emergency food/hunger alleviation

X	High-performance sport and fitness activities
X	Activities that have already taken place
X	Activities that take place outside of Alberta
X	Existing programs or activities with no enhancements
X	Administrative costs indirectly related to or removed from the project (e.g. legal fees)
X	Capital expenses not directly associated to physical activity, active living, and/or healthy eating

Application Key Dates

Date	Action
July 6, 2020	Application process opens
September 6, 2020	Deadline: All applications must be received by 11:59 pm on this date
September 30, 2020	Applicants will receive notification of the grant selection results by this date
Mid October 2020	Cheques will be issued and mailed in time for receipt by this date
March 31, 2021	All project activities must be completed by this date
April 30, 2021	Deadline: All projects that receive a grant are required to submit a final report, using the ChooseWell template, within 30 days of completing activities or by this date

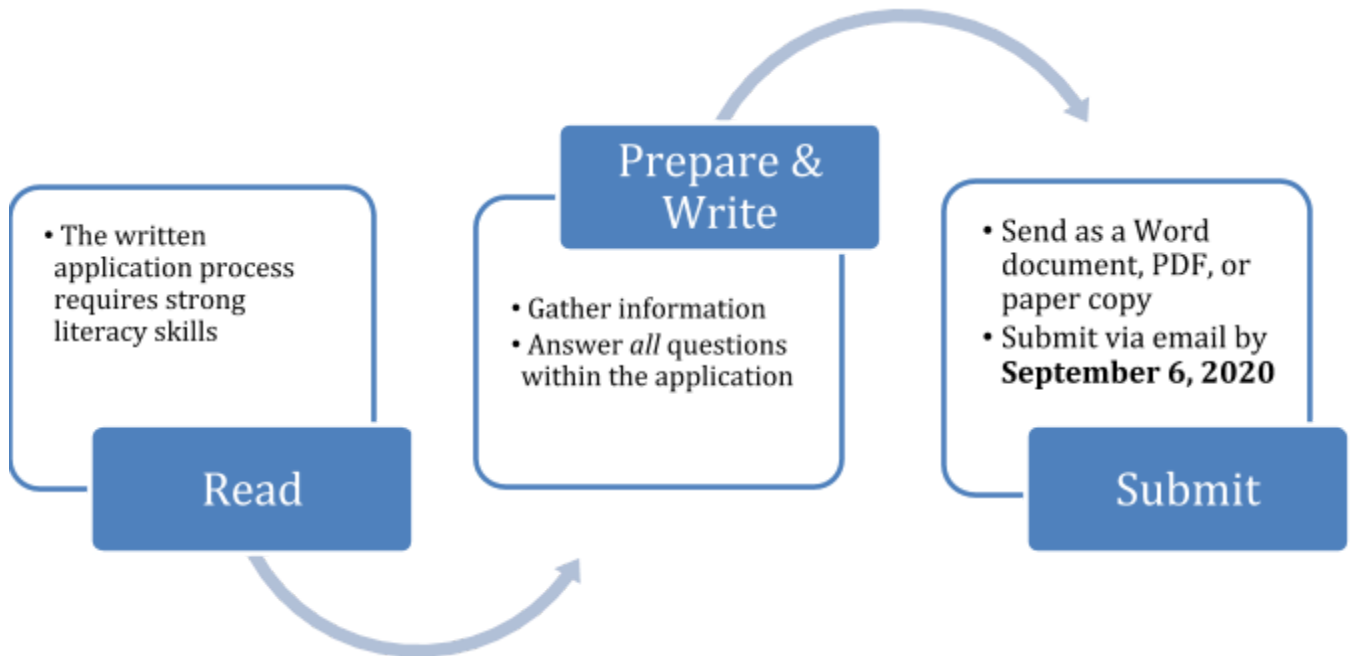
Selecting the Right Application Process for You

Communities ChooseWell recognizes community members have a range of abilities and we want to make sure your strengths are highlighted through the grant application process. Therefore we offer two ways to complete your RECreate Grant application; through a written or interview application process.

WRITTEN APPLICATION PROCESS

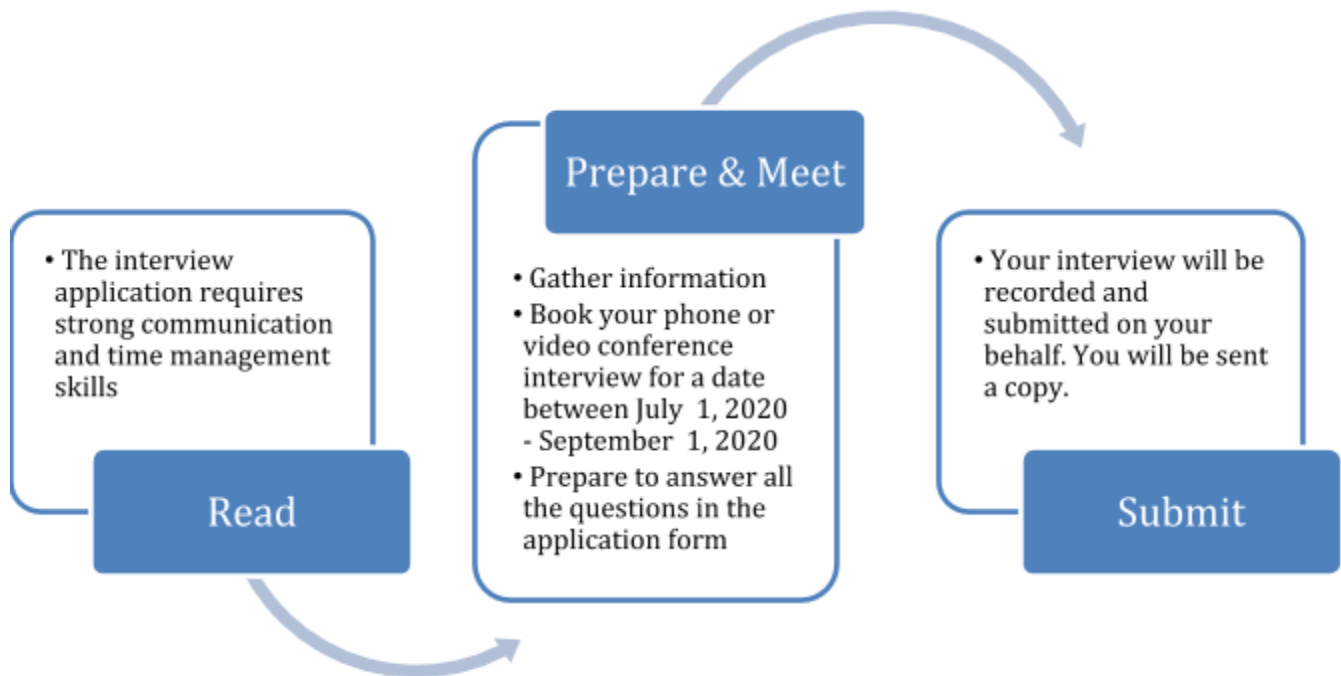
If you have applied for a Communities ChooseWell grant in the past, you will be familiar with the written application process. Take a look at the RECreate Written Application Form 2020 and

complete the sections within the document by filling in each text box. We recommend this process for individuals who like to take more time to respond to the questions, and who have **strong literacy skills**. While clear writing is important for the judges to understand your proposal, applications will be selected based on the quality of and need for the proposed project, not on the quality of your writing. View *Submitting Your Application* on page 11 to see options for sending your written application.



INTERVIEW APPLICATION PROCESS

The interview process is recommended for people with **strong oral communication**.



Prepare

Take the time to read through the application form before booking your interview. Make sure you are prepared to answer all the questions within the 30 minute interview, including specific financial information. If you would like the full application read to you before your interview, please contact Program Officer, Marissa MacIsaac at 780-643-1252.

Book an Interview

Interviews will be conducted over the phone. During your interview, you will be asked the questions listed in the application form. The full interview will be recorded and submitted on your behalf to the Adjudication Committee for review. Please have responses prepared and keep them within the suggested length of time (see the RECreate Interview Application Form 2020). The interview is approximately 30 minutes. **Please contact Program Officer, Marissa MacIsaac at 780-643-1252 or mmacisaac@arpaonline.ca to book an interview.**

Completing Your Application

Application Information

This section requires you to identify your community, your organization, and a signatory and operational contact for your project. Remember that you must be a registered member of Communities ChooseWell within 2020 in order to receive funding. Please ensure that all of the

contact information provided is up-to-date and accurate so that we are able to call or email you with application questions and results. Not sure if you are a member? [Check here](#) or contact:

Patrick MacQuarrie
Program Officer, Communities ChooseWell
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WHAT? Your Project

Question 1

Briefly (in 250 words or less/within 5 minutes) explain your project and how you will use the RECreate Grant to support your project. You should aim to include the following information in your response:

- ✓ The title of your project
- ✓ The general purpose of your project and what you will do with the funding

Question 2

In question two you are asked to describe how, if at all, your project will impact the larger community, not just intended participants. Consider including:

- ✓ How your project is open to the public, therefore it could support the wellness of any community member
- ✓ How improving the health of the target participants will improve their capacity to fully participate and engage in the community, thus increasing the number of healthy individuals able to support the broader community.

Question 3

Question three asks you to list the goals of your project and how you know the project has achieved those goals. In this section, it will be helpful to:

- ✓ List your project goals and measures of success (how will you know your project has achieved the goals)

Goals describe the desired results of your project. They are broad statements that reflect your project's purpose, and should be aligned with identified barrier(s), and the activities of your proposed project.

If you would like to be more specific about what you will achieve through your project, you can also write outcomes. Outcomes are specific and measurable results that you expect to produce based on your activities. There are often multiple outcomes for a single goal. Identifying outcomes will help give direction to your project, evaluate your project's success, and let you know when your goal is achieved. When writing outcomes, it may be useful to follow the 'SMART' template. Keep your outcomes **S**pecific, **M**easurable, **A**ttainable/achievable, **R**elevant, and **T**ime-bound.

SMART outcomes help you ensure you have all the details you need to evaluate your project's impact.

An example of an outcome is:

By March 2021, 75% of families who use the free children's cross country skis will report an increase in the number of times they access the cross-country ski trail.

Resource Rescue: S.M.A.R.T.

More details on S.M.A.R.T outcomes can be found [here](#).

Determining Success

Reviewing your project goals can help you to understand the impact your project has made, what parts were successful or unsuccessful, and what you could do differently in the future. Here are some good resources to help you determine the impact your project will have on your community.

Resource Rescue: [An introduction to program evaluation](#)

Question 4

In order to be eligible for this grant, your proposed project must be publicly accessible and free of membership charge. Communities ChooseWell believes in equity. Adding a cost to access programming or activities can be a barrier for people experiencing poverty to participate in your proposed project.

WHY? Your Reason

Question 5

This section asks you to explain why your project is important to help improve physical activity, active living, and/or healthy eating within the context of recreation. When completing this section, you should aim to address the following questions:

- ✓ What is the problem or opportunity that you want to address through your project?
- ✓ How will your project improve this issue for the diverse members of your target audience?
- ✓ What specific changes do you hope to see in your target audience (and possibly in the broader community) as a result of your project?

Question 6

The goal of the RECreate Grant is to enable healthy living champions to overcome the challenges presented by the COVID-19 pandemic to continue to support physical activity, active living, and/or healthy eating within the context of recreation. Within this section, highlight:

- ✓ How COVID-19 has impacted physical activity, active living, and/or healthy eating in your community within the scope of recreation
- ✓ How you will utilize the grant to overcome the new challenges your organization is experiencing when coordinating physical activity, active living, and/or recreation opportunities

WHO? Your Participants and Partners

Question 7

Communities ChooseWell recognizes that not everyone is able to participate fully in physical activity, active living and/or healthy eating without specific considerations or supports. In this section, please describe what you will do to ensure a diverse range of potential participants will be able to fully access your proposed project. Consider including:

- ✓ A description of the diverse range of people who might be interested in participating in your proposed project (e.g. people experiencing poverty, Newcomers, people with limited mobility etc.)?
- ✓ How are you ensuring your project will be accessible to and inclusive of diverse members of your community (e.g. seniors, youth, people identifying from the LGBTQ2S+ community, etc.)?

Question 8

Your project will likely support a range of people within your community. It is therefore important to identify how these intended participants have been involved in identifying the need for and planning your proposed project. The more community members who support the project, the more likely the project will be to succeed and continue into the future. In this section, please identify:

- ✓ Which of your intended participants have you engaged (e.g. children and youth, ethnic minorities, etc.)?
- ✓ How have you engaged, or will engage, them in designing and creating the project?

Question 9

Question 8 differs from question 9 in that it is focused on project partners who will undertake some level of responsibility for the project financially and/or logistically. These people may or may not be community members and could include individuals, groups, businesses, and/or organizations.

NOTE: Additional points will be given to applications accompanied by Letters of Support. One point will be awarded for listing partners in the application form, and each Letter of Support will add a point to a maximum of two. This section is scored out of 3 points.

Partnership identification and engagement are extremely important in creating a successful and sustainable project. Partners can offer a diversity of resources, expertise, and perspectives, as well as increase the reach and capacity of the project. By creating a network of partners, project sustainability is also more likely. If there are community members who are heavily involved in the project and were identified in question 5, please list them again here. Make sure you list in order:

- ✓ The partner's name, position, and the organization where they work or volunteer (if applicable)
- ✓ Their role in the project or how they will be contributing to the project
- ✓ Their email address
- ✓ Whether this is a new partnership for you or your organization

HOW and WHEN? Your Plan

Work Plan - Question 10

The work plan is a way to demonstrate how you will complete your proposed project. State the activities you plan to complete as part of the project and the timeline for each activity.

Please note that **all activities must be completed by March 31, 2021**. This section will be reviewed by the Adjudication Committee for its relevance in relation to the community's need (questions 5 & 6) and the proposed project goals (question 3). Tell us about the things you will do to carry out your project.

Budget - Questions, 11, 12, 13, 14

All activities that were listed in question 10 should be included in the budget if they require funding or resources to be completed. The budget should show all of the resources you need for your project and any evaluation activities to be completed within the funded year. This section will be reviewed to see if the proposed budget is realistic and if alternate funding or support has been pursued or secured from other sources.

Question 11

State the total cost of your project. Be sure to list the overall cost (e.g. \$10,000.00 or \$500.00). This allows reviewers to assess the impact of the RECreate Grant on your community project.

Question 12

State the amount of funding needed for your project up to a maximum of \$5,000.00. NOTE: The Adjudication Committee will review all requests and may decide to offer a lesser amount than requested if they feel the budget is unrealistic.

Question 13

The purpose of this section is to provide a list of anticipated expenses that will be covered by the RECreate Grant. See pages 3-5 for the eligibility criteria. Please note that any food items should follow [Canada's Food Guide](#).

Question 14

In the first column, list the funder or funding source (e.g. Communities ChooseWell, service clubs, government agencies, private donations, other grants) that will cover any project cost **not** covered by the RECreate Grant. This may include some of the partners that were listed in question 7. In the second column, list the amount that will be contributed by each funding source. Note that the total funding amount should add up to the same number you put down in question 9 unless you have not been able to secure funds for the total cost of the project.

In-Kind Donations - Question 15

In-kind donations are gifts (other than money) that will directly support your project, which you would otherwise need to purchase. Some examples may include volunteer time, employee services from another organization provided at no cost to your community, equipment, vehicle use,

supplies, buildings, or space. Please include all in-kind donations that will allow you to complete your project and the associated value of each item.

Resource Rescue: [Click here](#) for Instructions on how to calculate in-kind contributions

Question 16

All applicants who receive the RECreate Grant must spend the total received between September 30, 2020 and March 31, 2021 and are required to submit a final report within 30 days of completing the project no later than April 30, 2021. A reporting template will be shared with those who receive the grant. In order to be eligible for the grant, you must agree to these terms.

Submitting Your Application

All applications must be *received* by 11:59 pm on September 1, 2020. Depending on the application process you have selected (written or interview) we will accept your application in two different ways. Please follow the instructions below for the process you have chosen.

Sending Your WRITTEN Application

At this time, we accept written applications by email.

Email
Please email your final application as a Word document or PDF document to ccwgrants@arpaonline.ca by 11:59 pm on September 6, 2020

Sending Your INTERVIEW Application

Interview applications will be submitted on your behalf by Communities ChooseWell staff once your interview recording is complete. A copy of your recording will be emailed to you.

Frequently Asked Questions

Question	Answer
Can applicants who received funding in previous years or the same year apply for the RECreate grant?	Yes, however, in order to be eligible for a new grant, a final project report must have been submitted for funds that supported projects prior to 2020.
Can an organization submit more than one grant application?	Yes, more than one application may be submitted from the same organization; however, each organization is eligible to receive a maximum of one grant. Collaboration between parties interested in applying is strongly encouraged.

What are examples of initiatives that have received seed grant funding in the past?	Click here to view examples of past seed grant funded projects on the Communities ChooseWell website
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CONTACT INFORMATION

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