

GUIDE

RECREATION & SPORT DEVELOPMENT FUND

A GRANT PROGRAM



A

INTRODUCTION

The City of Red Deer recognizes the important contribution made by organizations in the provision of sport and recreation opportunities in Red Deer. Through these offerings, individual lives are enhanced, communities come together, health and well-being are attained, diversity of community is fostered and appreciated, jobs are created, spending occurs, and the economy benefits.

This grant has been designed to augment and enhance inclusive sport and recreation activities that need a supportive boost.

The City of Red Deer has the responsibility, through this grant program, to sustain and support sport and recreation within the community. In areas where there are gaps in services and activities, The City may also use this grant program to encourage or seek out opportunities in under-represented areas to encourage diverse sport and recreation opportunities. The City also has the responsibility to administer the grant including the development of the grant process, the administrative systems, and tools that are involved in the program, as well as providing support to applicant groups through the grant process.



B

A DEFINITION OF RECREATION

Recreation is important. Recreation remains a fundamental human need at all ages and stages in life. People participate in recreation activities for fun, enjoyment, fitness & health, social interaction, creative expression, a desire to connect with nature, relaxation, and to enhance their quality of life. Sport is included in this broad definition of recreation. Sport holds the distinct potential to build local skills, knowledge and resources while also increasing social cohesion, community dialogue, leadership development and civic participation.

“[Recreation is] the experience that results from freely chosen participation. In physical, social, intellectual, creative, and spiritual pursuits that enhance individual and community well-being.”
- Pathways to Well-being: a Framework for Recreation in Canada (2015).

OUTCOMES

By investing City of Red Deer tax dollars in sport and recreation, The City has the responsibility to ensure that this money is invested in services that support researched Recreation & Sport outcomes for individual and community well-being. The City's [Social Policy Framework \(SPF\)](#) has a set of community goals that contribute to social well being. Recreation outcomes support these goals. For details on the SPF please visit The City's website.

1 *Community Cohesion and Engagement*

Recreation gatherings and pursuing interests in one's free time connects people to each other, to their neighbours and helps to build a sense of belonging for individuals, families and community. Pursuing and having access to varied recreation opportunities is fundamental to having a good quality of life.

2 *Educational Opportunity and Attainment*

Recreation creates opportunities both informally by bringing people together, developing new skills and aptitudes, as well as formal learning through certifications and training at levels across the spectrum.

3 *Equitable Services and Access*

The provision of recreation facilities and services is a shared commitment from the municipality and non-profit organizations throughout the community. There is broad access to a wide variety of recreation services in facilities and open spaces. Barriers are addressed to ensure equitable access.

4 *Health and Basic Needs*

Research demonstrates that recreation, active living and sport contribute to the physical, social and mental well-being of individuals, families and communities.

5 *Jobs and Wages*

Investment in recreation creates jobs, fosters tourism, and makes communities more attractive places to live, learn, work, play and visit. Jobs created include coaching, officiating, management and operation of facilities, and open spaces. This investment stimulates economic growth in our local tourism industry, supporting people travelling to compete, recreate in the outdoors, and spectate at events. Volunteering in recreation develops essential skills and interpersonal networks that can lead to employment.

OUTCOMES

6 *Resilience*

Participation in recreation activities allows social connection, improves health & wellbeing, and provides meaningful interactions. All factors that support individual and community resiliency.

7 *Poverty Prevention and Reduction*

Access to free or low cost recreation activities is an important part of the recreation delivery in Red Deer. Programs and services provided to waive fees, subsidize fees, or provide additional supports to participants is a key part of the recreation delivery system. The contribution made by volunteers continues to reduce the actual costs of service delivery in diverse recreation programming. This contribution reduces the cost of delivery to Red Deer residents.

8 *Safety*

Bringing together people through recreation activities creates a social connection and builds a sense of belonging. When neighbours know each other, there is an increased likelihood of safety within the community.

9 *Social and Cultural Diversity*

People of all origins can benefit by becoming involved in recreation. Efforts to reduce social and cultural barriers and provide safe and encouraging access to recreation are crucial to supporting this diversity.

D

THE RESOURCE

Through this grant program, The City of Red Deer will allocate approximately \$150,000 annually to support sport and recreation development within Red Deer.

Organizations may apply through either of two categories:

- 1) **Inclusion in Local Sport**; and
- 2) **Sport Leadership Capacity Building**.

Applicants are welcome to apply in both categories.

E

THE SUPPORT

For questions regarding this grant program, please contact:

Recreation

403.309.8411

recreation@reddeer.ca

Visit <https://www.reddeer.ca/whats-happening/grants> for more details and to access the link to the application software.



F

RETURN OF FUNDING CLAUSE

Funding that is not expended as per the details of the application shall be returned to The City for re-investment in other services through this grant program.

G

REPORTING

Successful applicants will be required to complete reports at regular intervals through the term of funding. The City acknowledges that reporting can be a drain on volunteer resources and time. Therefore, The City commits to keeping reporting to a minimum, requesting only information that is absolutely necessary to ensure a reasonable level of accountability while also trying to maximize the funding available to the community.



CATEGORY #1

SPORT LEADERSHIP CAPACITY

PURPOSE	<i>Ensuring that Red Deer has coordinated, sustainable, and effective community sport leadership.</i>
AMOUNT	\$100,000 total per year. Maximum per application \$100,000.
DURATION & FREQUENCY	<ul style="list-style-type: none"> → \$100,000 per year for up to three years → Applicants may put forth more than one funding request as long as the projects are unique from one another
DEADLINES	April 21, 2023
APPLICANT ELIGIBILITY	<p>To apply, applicants must:</p> <ul style="list-style-type: none"> → Contribute to at least four of the nine outcomes listed in Section C of this guide; and → Be a registered non-profit society in good standing serving Red Deer (i.e., provide proof that annual financials with the Province are up to date) → Be in good standing with The City (i.e., not be in arrears for municipal taxes or utilities, or failed to pay any other municipal charge or invoice) → Meet submission requirements (i.e., the application must be complete, received by the deadline, in the format required, etc.)
CRITERIA & EVALUATION	<p>Applications will be weighted according to the degree the application demonstrates the distribution of Sport Leadership Capacity funding will lead to ensure Red Deer has measurable, coordinated, sustainable, and effective community sport leadership.</p> <p>Outcomes Focus:</p> <ol style="list-style-type: none"> 1. Improved representation for the equitable collective interest of amateur community sport development in Red Deer. Improved coordination of input from local sport organizations to advocate for sport priorities locally, provincially, and nationally. 2. Improved collaboration between local sport organizations who can then leverage their relationships to meet common goals. 3. Increased access and uptake of validated research, tools, resources, and education opportunities providing free and ready access to relevant sport sector information to the community. (Grant/Funding opportunities, Professional Development/Training, Policy (Canadian Sport Policy, Long Term Athlete Development, National Framework for Recreation, etc.), Leading/Best Practice Examples and Guides, sector partners/influencers, Event Listings, Job Opportunities, 4. Increased partnerships with community stakeholders to identify, promote and advance community sport priorities. 5. Increased support for Red Deer amateur community sport organizations to collectively showcase their programming in our community, including increased community awareness regarding local sport opportunities. Local Sport Organization have an effective platform to promote their programming and attract new interest. 6. Increased sport volunteerism and opportunities to develop volunteer capacity and identify community volunteer expertise for mentorship in Red Deer. Increased opportunities to recognize sport contributions of outstanding volunteers and community sport leaders. <p>Project Feasibility: the activity itself is relevant, well-planned, and resourced effectively to ensure success.</p> <p>Budget: seems realistic to project success with an expectation that the project includes volunteer hours, sponsorship, other grants, or other forms of leveraging.</p>
ELIGIBLE EXPENSES	<ul style="list-style-type: none"> → Expenses related to the delivery of a project/program → The applicant should be able to demonstrate that a minimum of 50% of the organization is Red Deer based and whose primary target population is from Red Deer → Administration or overhead costs are allowed and must not exceed 20% of total budget submission for items such as rent, insurances and non-direct support salaries or supplies → Applications must be received by Recreation prior to project start date
INELIGIBLE EXPENSES	<ul style="list-style-type: none"> → Project expenses already covered through other City funding are not eligible under the Recreation & Sport Development Fund → Major structures and/or renovations to major structures, capital purchases such as office equipment and furniture → Any expenses not directly related to the project → No retroactive funding will be considered
REPORTING	<p>Successful applicants will be required to report as follows:</p> <ol style="list-style-type: none"> 1) Mid-Year Monitoring - a check-in will ensure the project is proceeding as planned and outcomes will be met. 2) Year-End Reporting - this report will include project activity information, outcome reporting, and financial reporting including a copy of the most recent financial statement of all revenue and expenditures of the project verified by a member-at-large of the organization. Due May 1, 2024, and January 31, annually in the subsequent years for the duration of the funding agreement. 3) Funding recipients will submit their organizations audited financial statement within 14 days of their Annual General Meeting.

CATEGORY #2

INCLUSION IN LOCAL SPORT

PURPOSE	<i>Responding to new and/or arising needs in the community or developing new approaches to address existing needs in the community that increase program access for underserved individuals</i>
AMOUNT	\$50,000 total. Maximum per application \$50,000.
DURATION & FREQUENCY	→ One time purpose → 18-Month duration
DEADLINES	Applicants may apply at any time. Applicants can expect a decision within four-weeks from the application closing date. Visit the City of Red Deer's website at www.reddeer.ca for updates on available funding.
APPLICANT ELIGIBILITY	To apply, applicants must: → Contribute to at least four of the nine outcomes listed in Section C of this guide: and → Be a registered non-profit society in good standing serving Red Deer (i.e., provide proof that annual financials with the Province are up to date). → Be in good standing with The City (i.e., not be in arrears for municipal taxes or utilities, or failed to pay any other municipal charge or invoice). → Meet submission requirements (i.e., the application must be complete, received by the deadline, in the format required, etc.)
CRITERIA & EVALUATION	Applications will be weighted according to the degree the application demonstrates the distribution of Inclusion in Local Sport funding will lead new and/or arising needs in the community or to develop innovative approaches to address existing needs in the community that increase program access for underserved individuals. The successful outcomes of Inclusion in Local Sport funds may include: 1. Improved public awareness around community sport inclusion priorities and celebration of the success of Red Deer sport organizations/individuals and their work with underserved populations. 2. Improved access to credible research, tools, resources, and education opportunities for local sport community that provides free and ready access to information related to reconciliation, equity, accessibility, diversity, and inclusion in sport. 3. Improved understanding of reconciliation, equity, accessibility, diversity, and inclusion with local sport organizations. 4. Increased access to innovative sport programming in local sport organizations that intentionally targets underserved populations. 5. Improved collaboration between Red Deer social agencies that supports underserved populations with new opportunities to meet social, physical, and mental health needs of their clients through sport. 6. Red Deer sport organization efforts result in an increased sense of welcome, respect, and belonging in sport from Red Deerian's from diverse backgrounds, ages, and abilities Project Feasibility: the activity itself is relevant, well-planned, and resourced effectively to ensure success. Budget: seems realistic to project success with an expectation that the project includes volunteer hours, sponsorship, other grants, or other forms of leveraging.
ELIGIBLE EXPENSES	→ The applicant should be able to demonstrate that a minimum of 50% of the organization is Red Deer based and whose primary target population is from Red Deer. → Applications must be received by Recreation prior to project start date. No retroactive funding will be considered. → Administration or Overhead costs are allowed and must not exceed 20% of total budget submission for items such as rent, insurances and non-direct support salaries or supplies.
INELIGIBLE EXPENSES	→ Project expenses already covered through other City funding are not eligible under the Recreation & Sport Development Fund. → Major structures and/or renovations to major structures, capital purchases such as office equipment and furniture. → Any expenses not directly related to the project. → No retroactive funding will be considered.
REPORTING	Successful applicants will be required to report as follows: 1) Mid-Term Monitoring - a check-in nine months from receiving funding ensuring the project is proceeding as planned and outcomes will be met. 2) Program-End Reporting - this report is due within one month of project completion, successful applicants will be required to report by including the following: → Completed project activity information → Did the project proceed as planned? Explain any variation → Describe the changes in the community resulting from this project's activities by demonstrating: a) how this project contributed to development in the sport & recreation sector by achieving the stated funding outcomes and b) performance measure results related to this project. 3) Funding recipients will submit their organizations audited financial statement within 14 days of their Annual General Meeting.