

## Active Communities Grant Program - Program Guidelines

Department of Wellness, Culture and Sport  
Sport, Recreation & Active Living Branch (SRAL)



*“Physical activity is a strong contributor to our health. It also helps to build vibrant communities and improve the quality of life for all!”*

We are proud to provide the *Active Communities Grant Program*. New Brunswick is committed to the nation-wide goal of increasing the physical activity levels of our population by 10% by 2010.

This Grant Program will provide support for activities and projects that **raise awareness** of the importance and enjoyment of physical activity and provide **new or expanded opportunities** for New Brunswickers to be active. You and your organization can play a role and help New Brunswick take positive steps towards this important goal!



***Come on New Brunswickers...  
Let's get active together!!!***

## A. Why a Community Grant Program?

The **Wellness Strategy** for New Brunswick seeks to improve the health of all New Brunswickers. There are 4 pillars highlighted in the strategy: healthy eating, tobacco reduction, mental fitness and physical activity. Physical Activity is an important pillar and our focus in this Grant Program. We envision communities where people are active at school, at home and at work. Together we will make that happen. We must determine what communities need and encourage leaders and partners to join together to meet those needs. In doing so, we will build something that lasts well beyond 2010! This program will assist communities in getting started and in making a real difference!

## B. Through this Grant Program our Objectives are to:

- increase opportunities for New Brunswickers to engage in physical activity as part of their everyday life.
- encourage and support physical activity leadership.
- increase public awareness of the benefits and enjoyment of physical activity.
- address common barriers to physical activity.
- encourage the participation of those who are not currently active.

## C. Grant Amounts:

- **Regional grant** amounts will vary **up to** a maximum of **\$5,000**. We are looking to hear proposals for your community, big and small.
- **Applicants targeting multiple regions or province wide** initiatives will be eligible for **up to \$10,000**

***Call the Department of Wellness, Culture and Sport right away to get the ball rolling!! There are **Regional and Provincial Sport, Recreation & Active Living Consultants** ready to help!***



## D. How it works...

1. Discuss with others ... **what does your community need?**
2. If your proposal is for a community - **contact** your Regional SRAL Consultant. If your proposal is province wide - contact a Provincial SRAL Consultant.
3. If after discussion, you and the consultant agree that your proposal **addresses** the *Active Communities objectives*, an application form will be provided.
4. Work through the application and **complete** it. Continued staff support will be available.
5. **Submit** your application form to a Sport, Recreation and Active Living consultant

## E. Who is eligible to apply...

All applicants must come from, or be partnered with a community organization. Organizations eligible to apply for **Active Communities Grant Program** funding include:

- Non-profit volunteer organizations and groups; community-based coalitions and networks; professional organizations and associations
- Communities/Municipalities.



## F. Are Previous ACGP Recipients Eligible to Re-Apply?

- Previously successful grant applicants may re-apply:
  - for a **completely new project** unrelated to their previously funded ACGP project.
  - to request to **enhance** their previously funded ACGP project. The application must clearly demonstrate that the project is being enhanced.

## G. What types of activities will be considered for funding...

Funding is available for planning and carrying out **community based** activities that **promote and support physical activity** and/or **raise awareness** of the opportunities and benefits. Funds may be used to grow existing initiatives or to plan and carry out new ones. We are excited to hear your ideas!

Types of expenditures that are eligible include: training for leaders, promotion and awareness, preparation and distribution of educational materials, workshops, networking, program creation, delivery costs, equipment needed for the program, etc...

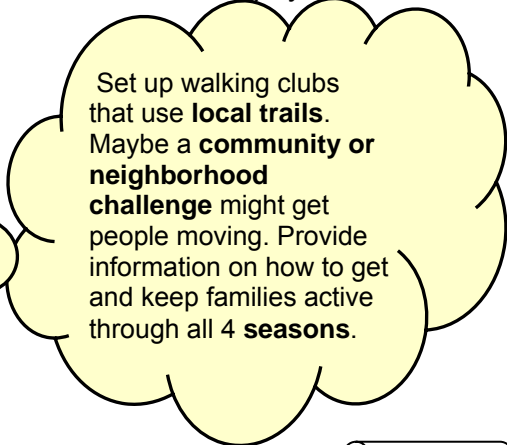
**Important: Equipment costs will only be covered if the equipment is needed to support a new or expanded physical activity initiative that is also part of your project proposal. Requests strictly for the provision of equipment will not be considered eligible.**

Your group may already have a clear picture of what it wants to do. But, if you are still thinking about project possibilities there are a number of examples given here, as “food for thought”. They may help your own ideas take shape...

- Walking and bicycling are popular forms of activity both as a source of physical activity and as active transportation; perhaps these are key elements of your proposal.
- Applicants may choose to focus on certain groups of the population (e.g. preteens and their parents )
- A particular community or region may want to start by bringing together a network of experts to determine what the needs for physical activity are.



**Go For Green** - A national organization that encourages **outdoor physical activity**. Learn about various programs that can be applied locally such as Ice Dreams, Gardening for Life and Winter Green  
[www.goforgreen.ca](http://www.goforgreen.ca)



Set up walking clubs that use **local trails**. Maybe a **community or neighborhood challenge** might get people moving. Provide information on how to get and keep families active through all 4 **seasons**.

**Note: Projects that address barriers for under-represented populations (e.g., indigenous populations, persons with a disability, women and girls, etc...) will receive increased consideration.**



**Learn more**  
...

## H. What types of activities will not be considered for funding...

- although schools may be used for community programs, school based activities that are part of a typical school day will not be funded
- competitive sport development and/or training
- projects/initiatives that are already receiving funding from the Department of Wellness, Culture and Sport/Sport, Recreation & Active Living Branch
- activities or programs normally carried out as part of an organization's regular operation or responsibilities (unless the program is clearly being enhanced in some way)
- delivery or duplication of existing programs and services
- capital costs toward the construction, renovation, or purchasing of buildings
- province-wide research activities

## I. What time lines must be considered?

There are a number of steps involved in developing your proposal for the Active Communities Grant Program. In order to work towards a successful application, allow enough time. Click on the scroll to [learn more](#).

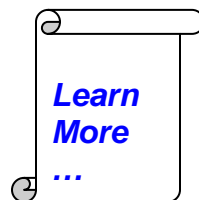


## J. How much money will be available for projects?

Regional Grants will vary **up to \$5,000**. Multi-region or province wide grants are eligible for **up to \$10,000**. Depending on the nature and scope, smaller projects may receive full funding while larger requests may be required to secure and clearly indicate financial and/or in kind support from other sources.

## K. How will we know if our project activities are making a difference?

Evaluation is very important. All projects are expected to include an evaluation component in their plan and follow through with those processes.



## L. Are there other things to consider?

- ▶ You will need to have an organized plan to guide you through the steps of the project.
- ▶ Depending on the types of activities in your proposal, you may have to start with training leaders ... we know that the quality of the activity experience will be determined by the quality of the leader!
- ▶ In cases where people are participating in organized physical activities, liability and insurance needs to be considered. Explore options through your Municipal Office and let us know if you need more help.
- ▶ As well, participants of physical activities always need to know the potential risks, and consent forms may be needed.
- ▶ Also, you may be asked about the benefits of physical activity as part of your project, either by potential participants or other interested people and associations. You will likely want some information to pass along.



So ...

***Are you interested in joining other New Brunswickers in creating awareness and providing new or expanded opportunities for your community to become physically active?***

If so ...

***Let's get started!***

***Remember the process?***

***You need to have first contacted the appropriate [Sport, Recreation & Active Living Consultant](#).***