

# **True Sport Community Fund**

## **2007 Guidelines**

Prepared by The J.W. McConnell Family Foundation  
and the True Sport Foundation

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## Introduction

True Sport Community Fund grants are available to community-based sport and recreation organizations throughout Canada to help address issues of *access* and *inclusion* that prevent certain children and youth aged 4-17 from participating in select team sports (see **Sport Definitions**).

The True Sport Community Fund will provide several grants of \$5,000 or \$25,000 each to not-for profit or charitable organizations working to increase access and participation in sport as described above.

Grants will be awarded in two periods throughout the calendar year (see **Dates and Deadlines** later in this document).

Please read these guidelines carefully before submitting a funding application.

## Overview

The True Sport Community Fund is the result of a partnership between **The J.W. McConnell Family Foundation** and the **True Sport Foundation**. The True Sport Foundation is a charitable organization committed to the belief that sport makes a powerful and positive contribution to the development of people and their communities. True Sport believes in values-driven sport that is founded on the four core values of fairness, excellence, inclusion and fun.

## Award Categories

The True Sport Community Sport Fund was launched in February 2007 and will operate through 2010. During 2007, the fund will distribute up to \$365,000 in dedicated funds. The funds will be distributed in two award categories:

- Up to 8 True Sport Community Fund grants of \$25,000 each.
- Up to 33 True Sport Community Fund grants of \$5,000 each.

Emphasis is on the ability of applicants to demonstrate how a True Sport Community Fund grant will increase *accessibility* and promote *inclusion* for children and youth in team sport programs in their community.

## ***Selection Criteria: True Sport Community Fund \$25,000 Grant --***

Programs that foster healthy lifestyles, community leadership and social networks within marginalized sectors of Canadian communities will be given greatest priority.

In addition, those applications that show **long-term sustainability and legacy potential** and are able to impact the greatest number of people in a community will also be given priority.

These grants will be awarded to community organizations, teams or clubs that demonstrate in their application how a True Sport Community Sport Fund grant will increase *accessibility* and promote *inclusion* for community-based youth in team sport programs.

Proposals that reduce barriers to participation and are consistent with the True Sport value of inclusion will be given priority. Examples of reducing barriers to participation may include decreasing enrollment costs, equipment sharing/swapping programs, increasing the number of coaches and officials, improving the quality of playing surfaces, creating new fields or rinks, or capital improvements to make playing surfaces easier to access.

Grant applications can be for ongoing operations, programs or specific capital investments/improvements directed at reducing barriers to children and youth participation in hockey and soccer in the community.

Other factors influencing the grant consideration include:

- Increasing the number of youth who participate in team sports in a community
- Creating a safer and more welcoming environment in team sports
- Demonstrating innovation in program content and delivery in making all youth feel welcome in team sports regardless of gender, socio-economic background, culture, ability, race, language, age or skill level
- Demonstrating community support through, a matching dollars program, multi-sectoral partnerships, etc.
- Increasing the number of volunteers supporting the delivery of team sport programs in a community
- Demonstrating strong community management and good governance

Communities that are awarded a True Sport Community Fund grant of \$25,000 will also receive:

- A True Sport Community Fund sign to be posted in a visible location
- A letter of congratulations from True Sport
- A micro-site on [www.truesport.ca](http://www.truesport.ca) and an opportunity to further the True Sport Movement in your community
- Promotion in all True Sport media and public relations activities
- A True Sport Community Action Kit

### ***Selection Criteria: True Sport Community Fund \$5,000 Grant --***

Programs that foster healthy lifestyles, community leadership and social networks within marginalized sectors of Canadian communities will be given greatest priority.

True Sport Community Fund grants will be awarded to community organizations, teams or clubs that demonstrate through example how a True Sport Community Fund grant will increase *accessibility* and promote *inclusion* for community-based youth in team sport programs.

Proposals that reduce barriers to participation and are consistent with the True Sport value of inclusion will be given priority. Examples of reducing barriers to participation may include decreasing enrollment costs, equipment sharing/swapping programs, increasing the number of coaches and officials, improving the quality of playing surfaces, creating new fields or rinks, or capital improvements to make playing surfaces easier to access.

Grant applications can be for ongoing operations, programs or specific capital investments/improvements directed at youth and children in the community.

Other factors influencing grant consideration include:

- Increasing the number of youth who participate in team sports in a community
- Creating a safer and more welcoming environment in team sports
- Demonstrating innovation in program content and delivery in making all youth feel welcome in team sports regardless of gender, socio-economic background, culture, ability, race, language, age or skill level
- Demonstrating community support through matching dollars program, multi-sectoral partnerships, etc.
- Increasing the number of volunteers supporting the delivery of team sport programs in a community

- Demonstrating strong community management and good governance

Communities that are awarded the True Sport Community Fund grant of \$5,000 will also receive:

- A True Sport Community Fund sign to be posted in a visible location
- A letter of congratulations from True Sport
- A micro-site on [www.truesport.ca](http://www.truesport.ca) and an opportunity to further the True Sport Movement in the community
- A True Sport Community Action Kit

## **Process: Application Review**

Twice annually (see **Dates and Deadlines**) the Selection Committee (SC) will evaluate applications for the True Sport Community Fund.

Any organization that meets the True Spot Community Fund eligibility criteria (see **Eligibility**) may submit an application. Application forms are available at [www.truesport.ca](http://www.truesport.ca). Only completed forms will be reviewed by the SC. Upon receipt, the SC reviews each application to ensure eligibility requirements are met. Receipt of all complete applications will be acknowledged and reviewed by the SC.

Applications will not be carried forward between selection periods.

The SC is made up of qualified and informed individuals selected by the True Sport Foundation from key organizations involved with the True Sport Community Fund. Once the SC has reviewed applications and made its selections, all applicants will be notified in writing regardless of the outcome of their application. Recipients are required to respond in writing to ensure their acceptance of the terms related to receiving a True Sport Community Fund grant. Subsequently recipient information, with recipient permission and only related specifically to the purpose of the grant, will be released to the general public.

Grant recipients from community organizations, teams or clubs will be listed on [www.truesport.ca](http://www.truesport.ca). The listing will provide details on how the grant will address issues of *accessibility* and *inclusion*.

## ***Dates and Deadlines***

<b>EVENT/ACTIVITY</b>	<b>DATE/DEADLINE</b>
Application qualifying period	February 22, 2007 to October 31, 2007
<b>Period One</b>	
Application deadline	May 31, 2007
Selection process	June 2007
Announcement of awards	July 2007
<b>Period Two</b>	
Application deadline	October 31, 2007
Selection process	November 2007
Announcement of awards	December 2007

## ***Eligibility: Who Can Apply***

Community organizations, teams or clubs that meet the following requirements are eligible and encouraged to apply to the True Sport Foundation for a True Sport Community Fund grant.

- Must be a not-for-profit organization, a registered amateur athletic organization or a registered charitable organization dedicated to sport. This can include sport associations and leagues, Parks and Recreation departments, community centres, residents' associations, schools, sport clubs, sport councils, city/community run sport programs, Boys and Girls clubs or any group that organizes community-based sport/ recreation.
- Must be located in any Canadian province or territory. **Greater priority will be given to applications from Yukon, Northwest Territories, Nunavut, Saskatchewan, Manitoba, New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland.**
- Must provide children or youth programming in select team sports(see **Sport Definitions**)
- Must have a desire and plan to promote *inclusion* and increase *accessibility* to children and youth in team sport programming.
- The applicant signing the application form must be above the age of majority (18 or older).

## ***Eligibility: Reapplying***

Unsuccessful applicants are welcome to reapply in subsequent phases of the current year, or in future years if applicable. True Sport Community Fund grants will not be used as ongoing, sustaining funding for organizations.

## **Application Process**

Applications must be submitted online using the official form at [www.truesport.ca/tsfund](http://www.truesport.ca/tsfund). At the end of the online application form, the applicant must click a box and type in his or her name and the date, in lieu of a signature. This indicates that the applicant accepts responsibility for the accuracy of all information on the form, and that he or she has obtained consent for the application from the appropriate community organization, team or club.

Entries must include a list of current addresses and phone numbers of the community organization, team or club and the applicant. (This is crucial if recipients are to be properly notified in time to receive their funds.)

**Upon successful submission the applicant will view a pop up screen and receive an email to confirm that the application has been received. If this confirmation is not received, your application was not successfully submitted. Please try again or call 613-521-3340 ext 3226 for assistance.**

All testimonials, biographies and relevant supporting documents that may include media articles, letters of support, personal impact statements and community impact statements may be included in the text portion of your application or uploaded on the form.

## ***Conditions of Entry***

The applicant warrants that the information presented in the application form is a true and fair record of the community organization, team or club.

If necessary, the applicant can provide proof of any information requested by the SC to verify awards, testimonials, or other relevant information (to be submitted only on request of the True Sport Foundation).

The applicant and the community organization, team or club grant The J.W. McConnell Family Foundation, the True Sport Foundation and the True Sport Community Fund the rights to use any of the provided materials for promotional, media, and broadcast purposes as related to its mandate.

The applicant warrants that all community organizations, teams or clubs implicated in the application have been notified of the application.

The applicant warrants that the completed application form is accompanied by all required documentation as outlined in **Eligibility: Who Can Apply**. If the True Sport Community Fund determines that the information is inaccurate, the True Sport Community Fund reserves the right to declare the submission ineligible.

The community organization, team or club and the applicant acknowledge that all SC decisions are final.

The signatures on the application form certify an understanding and acceptance of the True Sport Community Fund guidelines.

## **Judging Process: Selection Committee**

The SC is comprised of a talented group of individuals chosen by the True Sport Foundation based on the recommendations of the key supporting organizations including The J.W. McConnell Family Foundation, the Canadian Centre for Ethics in Sport (CCES) and other key stakeholders from the sport and recreation sectors. Selection Committee members will have basic knowledge of the Canadian sport and recreation system and knowledge of community development issues across Canada. Members of the SC will strive for the highest levels of ethical conduct.

Selection Committee members are required to sign a conflict of interest and confidentiality agreement. SC members that are involved with an applying community, organization, team or club must declare this conflict and abstain from evaluating an application.

## ***Judging Process: How the Voting Process Works***

At the conclusion of each submission period, the SC will vote on the shortlist of preferred submissions using a points system. The applications with the most points will be awarded the grants.

Applications will receive a score in each of the following areas;

Legacy – Does the project/program display long-term sustainability and legacy potential?

Inclusion – Will a grant enable a diverse group of people to participate? - gender, culture, ability, race, language, skill level, socio-economic, etc

Access – Will a grant allow people to participate who may not otherwise be able to?

Participation – Does the program impact a significant number of people; will it create an increase in participant numbers?

Community Support – Is the community providing volunteers, funds, gifts in kind, etc to support the program?

Governance – Does the program display good governance - a history of success and/or a clear plan for future success?

True Sport Values – Does the program embrace the values of fairness, excellence, inclusion and fun?

Up to 33 \$5,000 True Sport Community Fund Grants and up to 8 \$25,000 True Sport Community Fund Grants are available for the calendar year 2007. The number of grants selected in each of the two program periods will vary based on the quality and quantity of the applications (see **Award Categories**).

## **Recipient Responsibilities**

True Sport Community Fund recipients will receive one of two grants, \$5,000 True Sport Community Fund grant or \$25,000 True Sport Community Fund grant (see **Award Categories**). Recipients of either grant will receive **75%** of the funding upon acceptance.

Grant recipients will be required to review an agreement outlining their responsibilities related to the grant including preparing an interim report on the use of the funds and highlighting successes, challenges and plans for the future. A template of the interim report will be provided to grant recipients. The report must be submitted to the True Sport Community Fund prior to receiving the remaining portion of the grant by July 1, 2008.

Upon receiving and reviewing the report, the remaining **25%** of the funds will be forwarded to the grant recipient.

Grant recipients may consult with the True Sport Community Fund staff for clarification on procedures, reporting or processing of the grant.

## **Sport Definitions**

Baseball

Basketball: Includes small ball and wheelchair basketball.

Cricket

Curling

Field Hockey

Football: Includes touch football, flag football and tackle football.

Hockey: Includes indoor and outdoor varieties of roller hockey, ball hockey, floor hockey, ice hockey and sledge hockey.

Lacrosse

Ringette

Soccer: Includes indoor and outdoor soccer.

Softball

Volleyball: Includes indoor, beach, and mini volleyball and all disabled formats.

Other: Traditional native team sports will also be considered.

## **How to Recommend Changes to the Guidelines**

Please send comments, concerns and suggestions on the guidelines in writing to the following address:

True Sport Community Fund

True Sport Foundation  
350-955 Green Valley Crescent  
Ottawa, ON K2C 3V4

## Contact the True Sport Community Fund

General inquiries may be directed to:

Jennifer Keith  
True Sport Community Fund  
350-955 Green Valley Crescent  
Ottawa, ON K2C 3V4  
Email: [jkeith@truesport.ca](mailto:jkeith@truesport.ca)  
Phone: (613) 521-3340 ext 3226  
Fax: (613) 521-3134