



# CANADIAN SPORT FOR LIFE

## *Canadian Sport for Life Community Connections Grant Application*

THE J.W. McCONNELL  
FAMILY FOUNDATION

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### **A. Terms and Conditions of CS4L Community Grants**

#### ***Application Deadline:***

- January 20, 2014 is the deadline to receive funding on January 30, 2014 (at CS4L Summit)
- Applications submitted after January 20, 2014 will be processed within 2 weeks of submission.
- Applications will be accepted until March 15, 2014

#### ***Matching Funds***

Funding up to \$15,000 is available in matching funds. You will be asked to provide sources of matching funds in the budget. A maximum of 20% of matching funds can come from in kind contributions.

#### ***Holdback***

\$1000.00 of the approved CS4L funds will be released upon receipt of the final project report.

#### ***Reporting:***

- April 15, 2014 - Process reflection and asset mapping (including Becoming a CS4L Community checklist)
- September 15, 2014 – Benchmarking plan and video interviews from program recipients
- January 31, 2015 – Final report including financial report and an article/story that will be shared by CS4L
- *More detailed information on reporting to follow*

#### ***Media:***

CS4L will work with your team to support both local and national publicity around the cheque presentation for your project.

#### ***Recognition:***

By accepting funds the recipient agrees to acknowledge the McConnell Foundation and will include the Foundation's logo on any related printed/digital materials or online.

#### ***Submission of Applications:***

Please forward your completed application to Lea Norris via email at [leanorris@me.com](mailto:leanorris@me.com) or by fax to: (403) 855-1243. If you have questions about the application, Lea can be contacted directly at (403) 589-0592.

## **B. CS4L Community Connections Funding Application**

### **Part 1: Contact Information**

Main Contact: Jeff Carmichael	Title: Executive Director Agency: Toronto Sports Council
Mailing Address: Centre for Social Innovation, 720 Bathurst Street, Toronto, Ontario M5S 2R5	Telephone: 416-224-2216
Email address: jeff@torontosportscouncil.ca	Date: January 18, 2014
Cheques should be made payable to:  Toronto Sports Council	

### **Part 2: Project Description**

You may attach a separate document that includes the information requested below. This should not exceed 2 pages.

<p>Project Vision:</p> <p>To integrate the CS4L and LTAD frameworks into the community practices of sport organizations in the East Scarborough area of the City of Toronto (City Wards 42,43,44).</p>
<p>Project Goal:</p> <p>To evaluate the effectiveness of integrating CS4L and LTAD frameworks into the multi-sport program offerings to children and youth in the East Scarborough area of the City of Toronto (City Wards 42,43,44)</p>
<p>Project recipient or target audience(s) (Community, group, etc):</p> <p>Community organizations that provide or support sport programming to children and youth in the East Scarborough area of the City of Toronto (City Wards 42,43,44)</p>
<p>Project Description:</p> <p>The CS4L Community Connections Project will enable the East Scarborough Multi-Sport Collaborative to begin to evaluate its effectiveness in:</p> <ul style="list-style-type: none"><li>• Integrating the CS4L and LTAD frameworks into community practices</li><li>• Providing all children and youth in East Scarborough with the opportunity in sport to<ul style="list-style-type: none"><li>(a) become physically literate through quality, multi-sport experiences</li><li>(b) develop personal resiliency, learning and life skills</li><li>(c) reach their personal athletic potential</li></ul></li><li>• Gathering evidence that supports the theoretical concept that sport makes a positive social impact(s) in the community</li></ul>
<p>Summary of Deliverables and Timelines:</p> <p>Project phases (deliverables) with timelines attached.</p>
<p>Budget including matching funds</p> <p>Project budget attached.</p>

**CS4L Community Connections Project  
Summary of Deliverables and Timelines**

East Scarborough Multi-Sport Partnership  
Toronto Wards 42, 43 and 44

<b>PHASE ONE DELIVERABLES</b>	
<b>Baseline Research</b>	<b>Timeline</b>
<ul style="list-style-type: none"> <li>• Conduct a Gap Analysis of available/accessible sport programming in the Wards</li> <li>• Develop the Evaluation/Research Framework</li> <li>• Collect Baseline Data</li> <li>• Document Methodology for future use including Phase Three of the Project</li> </ul>	<ul style="list-style-type: none"> <li>• April 30, 2014</li> <li>• March 15, 2014</li> <li>• Commencing March 30, 2014</li> <li>• November 30, 2014</li> </ul>
<b>PHASE TWO DELIVERABLES</b>	
<b>Program Development and Implementation</b>	<b>Timeline</b>
<ul style="list-style-type: none"> <li>• Engage additional organizations in the project</li> <li>• Host a 'Becoming a CS4L Community' Mini-Summit</li> <li>• Host a 'Physical Literacy 1.0' Mini-Summit</li> <li>• Host an 'Athlete Development' workshop</li> <li>• Develop a collective Strategy/Plan to address Gaps</li> <li>• Design and print a Physical Literacy Personal Journey Record for use by all Sport Organizations and residents in the Wards</li> <li>• Expand multi-sport programming opportunities in under-served areas</li> </ul>	<ul style="list-style-type: none"> <li>• August 31, 2014</li> <li>• September 2014</li> <li>• November 2014</li> <li>• December 2014</li> <li>• December 2014</li> <li>• January 2015</li> <li>• Commencing January 2015</li> </ul>
<b>PHASE THREE DELIVERABLES</b>	
<b>Data Collection/Analysis</b>	<b>Timeline</b>
<ul style="list-style-type: none"> <li>• Conduct a Gap Analysis of available/accessible sport programming in the Wards and prepare a comparative report with data collected in Phase One</li> <li>• Analyze data and report in the context of Theory of Change</li> <li>• Replicate Baseline Data Research conducted in Phase One</li> <li>• Conduct post project analysis: what worked/what didn't</li> <li>• Publish Project Results</li> </ul>	<ul style="list-style-type: none"> <li>• March 2015</li> <li>• March 2015</li> <li>• March 2015</li> <li>• March 2015</li> </ul>

**CS4L Community Connections Project**  
**Project Budget (Cash Only) Including Matching Funds**

East Scarborough Multi-Sport Partnership  
 Toronto Wards 42, 43 and 44

Expenditure Description	Budget Allocation
Develop the Evaluation/Research Framework <ul style="list-style-type: none"> <li>• Establish a Research Advisory Group (200)</li> <li>• Review other Evaluation Frameworks (600)</li> <li>• Retain Facilitator to lead development of evaluation framework (2,000)</li> <li>• Host 2-day evaluation framework development workshop (800)</li> <li>• Finalize Evaluation Framework for Research Advisory Group approval (500)</li> <li>• Host a Community Meeting to identify future advocacy activities (200)</li> <li>• Administration and Logistics (500)</li> </ul>	4.800
Contracting/support of researchers to collect baseline data that supports Evaluation/Research Framework	6,000
Document methodology for future use including Phase Three of the Project (replication of baseline data research)	1,000
Host a 'Becoming a CS4L Community' mini-summit (food only)	300
Host a 'Physical Literacy 1.0' mini-summit	1,500
Host an 'Athlete Development Workshop'	2,000
Design and print a Physical Literacy Personal Journey Record	5,000
Contracting/support of researchers to collect baseline data that replicates baseline data research conducted in Phase One	6,000
Conduct post project analysis including data comparison	3,000
Publish Project Results (writing and design costs)	2,200
Administration & Logistics	3,000
<b>TOTAL BUDGET</b>	<b>34,800</b>

Secured Funding Sources:

J.W.McConnell Family Foundation	\$ 15,000
Royal Bank of Canada (matching cash contribution)	15,000
Heart & Stroke Foundation (SPARK Advocacy Grant)	4,800

**TOTAL CASH CONTRIBUTION**      \$ 34,800

**Note:** Significant in-kind contributions are being provided by collaborative organizations.

<b>Office Use Only</b>	<i>Notes</i>
<i>Date received:</i>	
<i>Date Reviewed/by whom:</i>	<i>Approval:</i>