



**CANADIAN  
SPORT FOR LIFE**

[www.canadiansportforlife.ca](http://www.canadiansportforlife.ca)

*Improving the Quality of  
Sport & Physical Activity in Canada*

## Expression Of Interest

Please send completed letter **on or before October 15, 2013** to:

Canadian Sport for Life

c/o Heather Brass

email: [citiusadmin@shaw.ca](mailto:citiusadmin@shaw.ca)

fax: [\(403\) 855-1243](tel:(403)855-1243)

telephone: (778) 433-2066

Please accept this *Expression of Interest* from **City of Toronto (East Scarborough Project)**, as the first step in Becoming a CS4L Community.

To date we have completed the following steps:

- Attended / viewed a McConnell Community Connections Info Webinar on **September 23, 2013**
- Identified the following potential CS4L local community champion individuals and organizations (use a separate page if desired):

**Please see attached:**

- ✓ **list of involved individuals and their organizations;**
  - ✓ **proposed project phases;**
  - ✓ **introduction to the multi-sport partnership (City wards 42,43, 44)**
  - ✓ **City of Toronto ward map**
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- Signed up at [canadiansportforlife.ca/become-champion](http://canadiansportforlife.ca/become-champion). **YES**

This letter confirms that we are ready to work with the CS4L Community Connections Team to develop and/or refine a CS4L implementation plan for our community, considering the elements outlined in the CS4L Community Connections funding criteria document. It is our intent to eventually reach Phase 4: Specific Project Initiatives, and we look forward to an ongoing partnership with CS4L in this exciting collaborative process.

I understand that a member of the CS4L Community Connections Team will be in touch within seven (7) to ten (10) days to confirm receipt of this letter and discuss next steps.

Signature

*Jeff Carmichael*

Title Executive Director, Toronto Sports Council

Email Address: jeff@torontosportscouncil.ca

Telephone: (416) 224-2216

**THE J.W. McCONNELL  
FAMILY FOUNDATION**

**LA FONDATION DE LA  
FAMILLE J.W. McCONNELL**



**CS4L Community Connections Project  
East Scarborough Multi-Sport Partnership**

**CATALYST GROUP**

**INDIVIDUALS AND THEIR ORGANIZATIONS**

<b>Justin Bobb</b>	Toronto Community Housing
<b>Mari Caravaggio</b>	City of Toronto, Parks, Forestry and Recreation, Partnership Office
<b>Jeff Carmichael</b>	Toronto Sports Council
<b>Ewa Cerda-Llanos</b>	East Scarborough Storefront, Multi-Service Agency
<b>Ann Doggett</b>	City of Toronto, Community Recreation Branch, Sport Leadership Program
<b>Jessica Kenny</b>	City of Toronto, Community Recreation Branch, Investing in Families Project
<b>Scott McRoberts</b>	University of Toronto, Scarborough Campus, Athletics
<b>Kareem Milson</b>	East Scarborough Boys & Girls Club, Youth & Community Outreach Services
<b>Howard Moriah</b>	East Scarborough Boys & Girls Club, Youth & Community Outreach Services
<b>Kim Tull</b>	University of Toronto, Scarborough Campus, Community Partnerships



**CS4L Community Connections Project**

East Scarborough Multi-Sport Partnership

Toronto Wards 42, 43 and 44

<b>PHASE ONE – Baseline Research</b>	
	<b>Lead Responsibility</b>
<ul style="list-style-type: none"> <li>• Conduct a Gap Analysis of available/accessible sport programming in the Wards</li> <li>• Develop the 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>• Toronto Sports Council</li> <li>• Research Advisory Group</li> <li>• University of Toronto Faculty</li> </ul>
<b>PHASE TWO – Program Development and Implementation</b>	
	<b>Lead Responsibility</b>
<ul style="list-style-type: none"> <li>• Host a ‘Becoming a CS4L Community’ Mini-Summit</li> <li>• Develop a collective Strategy/Plan to address Gaps</li> <li>• Design and print a Sport Fundamental Skills Passport to Physical Literacy 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>• Project Catalyst Group</li> <li>• All Community Sport Organizations in Wards</li> </ul>
<b>PHASE THREE – Data Collection/Analysis</b>	
	<b>Lead Responsibility</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>• Toronto Sports Council</li> <li>• Research Advisory Group</li> <li>• University of Toronto Faculty</li> <li>• Project Catalyst Group</li> </ul>



## **The East Scarborough Multi-Sport Partnership**

### **The Aim:**

To provide all children and youth in the East Scarborough community with the opportunity in sport to:

- (a) become physically literate through quality multi-sport experiences.
- (b) develop personal resiliency, learning and life skills.
- (c) reach their personal athletic potential.

### **Guiding Principles:**

- Opportunities to participate in sport should be encouraged and equitable
- The success of the partnership is the collective effort of all partners
- An inclusive intercultural approach is desirable
- Each sport experience should be high quality and developmentally appropriate
- Sustainable programming is best developed with local leadership and collaboration
- The learning and life skills that children and youth receive through their participation in sport, is just as important as the sport experience itself
- Excellence is a worthy pursuit

### **The 'fit' within Canadian Sport for Life**

The Multi-Sport Partnership will focus on providing experiences in different sports at the Fundamentals, Learning to Train and Training to Train stages of the Canadian Long-Term Athlete Development model. The experiences derived from the partnership will be based on developing physical literacy so that the pursuit of excellence in all areas of life, a desire to make a contribution to greater society and a lifetime commitment to physical activity is a part of the community culture. Participants who are engaged in the partnership and have a passion or pre-disposition for a particular sport will have the opportunity to continue to participate in that sport. This inclusive approach will ensure that affordability or individual differences will minimize the barriers to participation.

### **The Key Partners**

The focus will be on providing affordable opportunities in several sports that may or may not be currently available or accessible in the East Scarborough community. The partners and the roles required to ensure success are:

- **City of Toronto PFR** to identify opportunities and support the partnership
- **University of Toronto Scarborough** to bring their resources to the community and affordable access to playing fields
- **East Scarborough Boys & Girls Club** as a point of contact and opportunity
- **East Scarborough Storefront** as a hub of opportunity and collaboration
- **Toronto Community Housing** to help the children and youth find the opportunities
- **Local Organizations and Agencies** to help identify what is needed in the community
- **Toronto Sports Council** to provide support to the partnership development
- **Provincial and Local Sport Organizations** to provide sport technical training
- **The Multi-Sport Partnership Catalyst Group** to promote the concept and facilitate opportunities for sustainable partnerships and programming

### **The Outcome:**

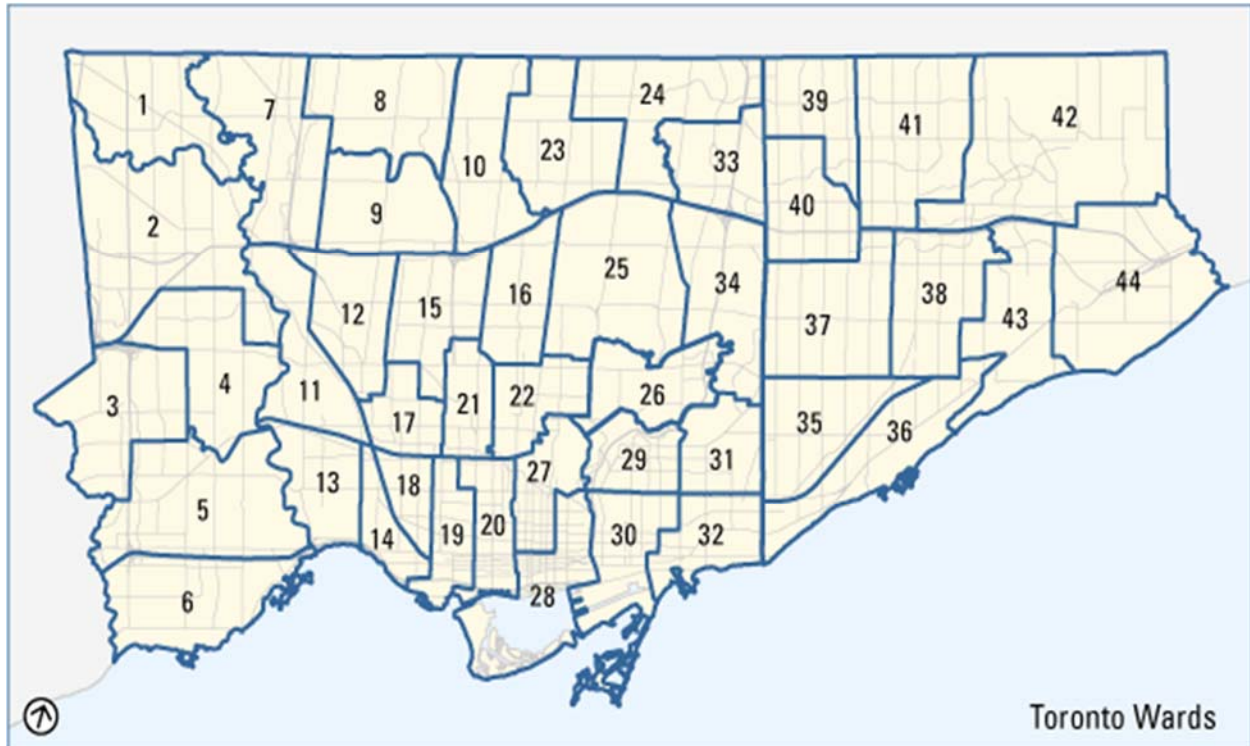
The East Scarborough Multi-Sport Partnership will facilitate opportunities for children and youth to enjoy the positive benefits of a quality sport experience. Sport will be accessible to more people. The partnership will facilitate community pride and will encourage and develop athletes to remain active for life, attain the fundamental skills needed to participate in a variety of sports and facilitate the self-awareness of the skills needed to achieve excellence in life.



## CS4L Community Connections Project

East Scarborough Multi-Sport Partnership

Toronto Wards 42, 43 and 44



### Ward Information (Source: Statistics Canada, Census 2011)

<b>Population:</b>	Ward 42	77,675
	Ward 43	55,130
	Ward 44	60,240

**Total for CS4L Project 193,045**

<b>Households:</b>	Live in apartment buildings of 5 or more storeys	41.0%
	Live in apartment buildings of less than 5 storeys	15.6%
	Live in row/townhouses	5.8%
	Live in houses	37.6%