



City Enrichment Fund

Sport & Active Lifestyles Program Handbook

Objective

To provide opportunities for the residents of the City of Hamilton to enjoy and actively participate in sport while:

- enhancing social, economic and cultural opportunities; and
- building community pride and connection.

There are seven streams in the Sport & Active Lifestyles Program Area:

- Long-term Athlete Development Planning & Implementation
- Sport Awareness
- Capacity Building
- Sport Development/Inclusion
- Accessibility
- Active for Life
- Multi-Sport Hosting*

Funding Requests cannot be 100% of the proposed program and must demonstrate additional funding/revenue sources. The Multi-Sport Hosting* stream which has a maximum of \$45,000 and cannot exceed 30% of the total program budget. Multi-Sport Hosting is also eligible for the Multi-Year Funding (MYF) Pilot

IMPORTANT: An organization can only apply to a particular stream one time regardless of how many different projects they may have. An organization may apply to multiple streams as long as the applications are for different projects.

All funded Sport & Active Lifestyles Program projects will assist the City of Hamilton's community vision, Our Future Hamilton. [Learn more about Our Future Hamilton here.](#)

How to apply for a grant:

- ☐ Read the City Enrichment Fund Program Guidelines and this Sport & Active Lifestyles Program Handbook for details about the program and stream objectives, eligibility, and criteria, etc.
- ☐ Please use the **Application Details** section of this handbook when writing your application. It provides information about what is expected in each question and what the value of each question is worth in the adjudication process.
- ☐ Attend an optional workshop led by program staff to learn more about the City Enrichment Fund and Sport & Active Lifestyles Area guidelines.
- ☐ Create an applicant profile and submit application(s) online at <https://cityofhamilton.smapply.io/>
- ☐ You will be required to complete all sections of the application online.
- ☐ Upload all documents (use the checklist to confirm that you have submitted all attachments).

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Stream objectives, eligible and ineligible expenses

1. Long-Term Athlete Development Planning & Implementation

Objective

To support the development, education and/or implementation of a strategic plan or project that aligns with the sports' corresponding Long-term Athlete/Player Development model. This could include a program development plan for a specific LTAD stage and/or building a strategic plan to reaffirm the organization's direction (ex. competitive, recreation or a combination).

Eligible expenses	<ul style="list-style-type: none">• Professional fees (paid to outside professionals for expertise)• Project specific promotional materials (ex. marketing, advertising, printing etc.)• Administrative support and supplies• Facility rental fee (for the purpose of hosting an education or information session)
Ineligible expenses	<ul style="list-style-type: none">• Trade shows, trade fairs and conferences• Events or celebrations

2. Sport Awareness

Objective

To enhance the ability of organizations to grow, develop and promote programs with high merit and strong impact.

Eligible expenses	<ul style="list-style-type: none">• Project specific promotional materials (ex. marketing, advertising, printing, display units, signs, banners, etc.)• Creation of new website and refreshing it with new marketing material• Hardware (laptop, printer, tablet)• Administrative fees and supplies• Professional fees (paid to outside professionals for expertise)
Ineligible expenses	<ul style="list-style-type: none">• Ongoing web hosting and internet services• Travel and accommodation• Jerseys and apparel• Items and activities that result in direct profit• Brand awareness specific to capital modifications

3. Capacity Building

Objective

To strengthen the quality, relevance and effectiveness of sport-related organizations. This stream can support projects such as capacity building strategies or succession planning and professional development initiatives to build leadership, coaching, officiating and sustainability.

Eligible expenses	<ul style="list-style-type: none">• Professional fees (paid to outside professionals for expertise ex. expert coaches fees and travel costs limited to within Ontario, strategic planning sessions or governance related work)
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	<ul style="list-style-type: none"> • Professional development fees for seminars or workshops • Facility rental fees • Printing costs (ex. manuals, guides, resource booklets etc.) • Certification fees
Ineligible expenses	<ul style="list-style-type: none"> • Ongoing web hosting • Ongoing operating costs (including staff time) • Research and publications • Undergraduate, post graduate or other academic and professional training

4. Sport Development Inclusion

Objective

To engage marginalized populations by supporting creative and visionary projects which use sport as the mechanism for something greater than itself.

Eligible expenses	<ul style="list-style-type: none"> • Leader training • Materials and equipment (purchase or rental) • Staff wages (increase staff to deliver implementation) • Facility rental fees • Project specific promotional material (ex. advertising, printing etc.) • Program travel: transportation to and from program activities by organizers, participants, staff and volunteers. Travel limited to within Ontario. • Professional fees (paid to outside professionals for expertise ex. support workers)
Ineligible expenses	<ul style="list-style-type: none"> • Administration wages • Fundraising costs

5. Accessibility

Objective

To increase participation and engage persons with disabilities that would not otherwise be able to participate in sport or physical activities through enhancing resources in collaboration with community partners.

Eligible expenses	<ul style="list-style-type: none"> • Resource materials (to support training and education) • Staff wages (increase staff to support implementation) • Project specific promotional materials (ex. marketing, advertising, printing etc.) • Training for staff/volunteers • Adaptive program equipment
Ineligible expenses	<ul style="list-style-type: none"> • Operating expenses (ex. facility rental fees) • Administration fees

6. Active for Life

Objective

To provide the opportunity for new and expanding programs for a targeted population that will build and/or strengthen physical literacy skills and support healthy, active lifestyles.

Eligible expenses	<ul style="list-style-type: none">• Program specific equipment• Facility rental fees• Project specific promotional materials (ex. marketing, advertising, etc.)• Training and certification for coaches/volunteers• Translation costs (to enhance or encourage participation in program)
Ineligible expenses	<ul style="list-style-type: none">• Operating expenses (ex. staff wages)• Travel costs• Capital purchases (ex. computers or software)

7. Multi-Sport Hosting

*Eligible for Multi-Year Funding Pilot

Objective

To provide the opportunity for organizations to host Multi-Sport competition/tournaments and larger events that will showcase Hamilton as a Canadian Sport for Life community. The event must align with the Long Term Athlete Development model.

Eligible expenses	<ul style="list-style-type: none">• Staffing• Facility rental fees• Project specific promotional materials (ex. marketing, advertising, printing, etc.)• Capital purchases (ex. computers or software)
Ineligible expenses	<ul style="list-style-type: none">• Insurance• Travel costs

Assessment criteria overview

All applicants must be able to demonstrate good use of public funds. The following assessment criteria will be used in the adjudication process for each application.

Assessment criteria	<p>Program merit (45%) as demonstrated by:</p> <ul style="list-style-type: none">• execute effectively, safely and in compliance with your organization's vision;• the target group that is benefiting from this request;• the quality in what will be offered/provided to the community;• benefits beyond the immediate request; and• demonstrating what you will do to ensure program/project success. <p>Community impact (35%) as demonstrated by:</p> <ul style="list-style-type: none">• how your project aligns with the City's strategic goals;
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	<ul style="list-style-type: none"> • what type of partnerships you will develop; and • how you plan to evaluate and reflect on your project completion. <p>Organizational capacity (20%) as demonstrated by:</p> <ul style="list-style-type: none"> • an active Board of Directors providing a proper stewardship role; • effective fiscal checks and balances; • evidence of thoughtful planning towards its vision; • proactive strategies with appropriate and updated policies; • good financial health; and • history of its commitment to the Hamilton community.
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Online Recommendations

The online application form supports the latest version of the following browsers:

- Chrome
- Firefox
- Safari
- Microsoft Edge

Application details

- Applicants are to apply to through the Survey Monkey Apply Online Platform <https://cityofhamilton.smapply.io/>
- You are responsible for providing all the information and attachments requested.
- The value of each question is provided in brackets using a points system.

Page: Organization/Applicant Information

Program: select 'Sport & Active Lifestyles'

Stream: choose one of the seven streams your project applies to

Contact info: Please list the person who should be contacted for clarifications and updates on the status of the application.

2A. Organization Mandate or Mission Statement. (7 points)

- Describe what your organization is trying to achieve. (short and concise).

(Max 200 words)

2B. Provide a brief history of your organization (7 points)

- What makes your organization unique or important to the Hamilton community?
- What has your organization achieved (ex. number of years servicing the community, milestones that you are proud of as an organization)?

(Max 250 words)

Page: Program Information

Grant request total

- Should not exceed \$7,500, except for the Multi-Sport Hosting stream which has a maximum of \$45,000. Also, your request cannot be 100% of the proposed program budget and must demonstrate additional funding / revenue sources. The Multi-Sport Hosting* stream which has a maximum of \$45,000 and cannot exceed 30% of the total program budget.

Total program budget

Amount received for this program last year

- Only needed if it is a continuation of the same program from the previous year's submission.

4a. Provide a brief summary of your program: (this will not be scored)

- This description will be published as part of the Council Summary Report (please note this response forms a part of a public facing document).

(Max 60 words)

4b. Provide a detailed description of your program: (12 points)

- What makes your program/project important?
- How long has this program been taking place – is it new or yearly?
- Who will benefit from your program/project (age, demographic, region, etc.)?
- Where will the program take place and for how long?
- How will you evaluate the quality of your program (ex. survey's, in-person interviews, participation rates, completion rates etc.)?

(Max 1000 words)

Page: Program Information Continued

4c. Specify how the funding from the City Enrichment Fund will be used (9 points)

- Be specific on what your expenses will be and why they are needed.
- Why do you need extra funds to support this project versus using your current operational budget?

(Max 500 words)

Describe how this program can be scaled should the total funding request not be received.

(Max 500 words, this will not be scored)

4d. How will your program increase community participation? (ex. How will you contribute to participant inclusion by reducing barriers based on economic; social; gender; physical or other conditions) (5 points)

- How will you make this program/project accessible to the populations you have identified?
- How will you get the word out to everyone (ex. engagement strategy)?
- What will you do to minimize barriers (ex. language, location, etc.)?

(Max 500 words)

4e. Provide a minimum of three (3) measurable outcomes in support of your program (10 points)

- What is your desired outcome/goal (ex. What would make you say 'we did it')?
- How will you measure your success? (What changes will take place from beginning to end of program/project?)

Ensure that each outcome is measurable. Multiple measures for a single outcome are acceptable.

All successful applicants are required to report on the outcomes achieved in the Final Report.

Please see examples on next page

Measurable outcome examples:

OUTCOME	MEASURE
Increased social media presence.	<ul style="list-style-type: none">• 200% increase in Facebook 'likes' (total of 400 likes).• 50 views of each of the 10 blog posts produced during this program.
A database management and communication system is in place that consolidates all organizational contacts and provides enhanced outreach & communications features.	<ul style="list-style-type: none">• Successful set up, implementation and ongoing use of the membership database management & communication system.
The organization's website is updated to facilitate compatibility with mobile devices.	<ul style="list-style-type: none">• Digital communications student is recruited and works with board to successfully create and populate a new website.
Increase our membership by decreasing language barriers.	<ul style="list-style-type: none">• Modify our registration forms and handbook publications in an accessible format.
Establish a new program that is player-development appropriate.	<ul style="list-style-type: none">• 150 youth participated.• 75% of parents indicate their children will attend the program in future years.
Increased capacity of sustainability efforts and progress in our organization.	<ul style="list-style-type: none">• Provide 10 coaches with paid coach certification courses and have a 100% pass rate in the current season.• Provide officials mentorship program to ___ members that will each complete ___ of hours this season.
Increased youth living healthy & active lifestyles in Hamilton.	<ul style="list-style-type: none">• Increase the number of youth accessing our program weekly by 50%.• Partner with a community agency to provide ___ youth or adults with a new sport opportunity for Hamilton newcomers.• Develop a mentor/buddy system to assist with 5 new inclusive registrations.
Ensure the organization has implemented current trends/best practices to execute strong governance.	<ul style="list-style-type: none">• Create/update policies, procedures and practices (list which ones and by what date).• Hire a consultant within 1 month of being notified of successful application to conduct organizational review.• Adopt new/revised policies and procedures within the current fiscal year.• Hire a consultant to facilitate and write a strategic plan for 2021-2025.

Page: Program Information Continued

4f. How will relationships/partnerships enhance your program? (8 points)

- How will you work with other groups and how does this assist your group in achieving its goal?

Note: “other groups” may include but is not limited to; your local, provincial and national organizations, community outreach groups and other not-for profit/for-profit organizations.

(Max 300 words)

4g. Provide a description of your team members. (5 points)

- What is the skill set/education/experience of your board members and/or staff that will manage and/or support this project?
- How will the experiences and knowledge of these members contribute to the success of the program/project?

(Max 300 words)

4h. How does this program enrich the City? (12 points)

- What will be the changes if this program/project is delivered?
- If this program or your organization has already implemented a similar project, what will make this year different or better?
- Why is this program needed and how was it identified as a need (ex. citizen engagement, research/facts, and survey results)?

(Max 300 words)

Page: Your Program and the City's Strategic Plan

What City of Hamilton strategic priorities does your program align with?

- Culture and Diversity
- Economic Prosperity and Growth
- Healthy and Safe Communities
- Community Engagement and Participation
- Clean and Green
- Built Environment and Infrastructure

Describe how your program is aligned with the community priorities checked above. (5 points)

- We will involve more local community members and be a safe place for developing new friendships.
- We will provide an opportunity for more youth to lead healthy and active lifestyles.
- Our program will build confidence in youth, so they feel safe in their surroundings and strive for excellence in athletics or academics

(Max 200 words)

Page: Program Specific Questions

***Answer if you're applying to the following streams:**

- Long-Term Athlete Development Planning & Implementation
- Sport Awareness
- Capacity Building
- Sport Development/Inclusion
- Accessibility
- Active for Life

Describe how this funding will help your organization develop for the future and/or create new, innovative programming opportunities that are relevant to the current sport sector. (7 points)

Examples that require more specific details from your unique program/project:

- It will provide sustainability for our organization to continue for many years.
- It will enhance the knowledge of our staff/volunteers to provide better quality programming in the future.
- It will allow us to expand the number of participants we can accept in our yearly program.
- It will allow us to develop future Leaders and keep our members involved in new roles within our organization.

(Max 300 words)

***Answer only if you're applying for the following stream:**

- Multi-Sport Hosting

How you will ensure your Multi-Sport event impacts as many people within the City of Hamilton as possible. (7 points)

- List the types of people that you will involve (ex. variety of sports groups, participant ages, volunteers, spectators, vendors, media, partners, sponsors etc.)
- Describe how your program will benefit the City of Hamilton (ex. economically, socially, environmentally etc.)

(Max 300 words)

Page: Organizational Overview

- Program budget (**mandatory**) (7 points)
- Organization's legal status

Additional budget notes

Please provide your program's complete budget information on within the applicable online platform during the application process.

Municipal sheet

- If applicable, list all municipal funding totals and sources including confirmed or pending monies (Do **not** include your City Enrichment Fund request amount).

Revenue/expenses sheets

- Column B: Provide the program budget for the request year
- Column C: Provide the program actuals from the previous year
- Optional column D: Brief explanation of line items

In-kind sheet

- Provide the estimated volunteer hours and value of other in-kind contributions. The total in-kind value will automatically be reflected on the program revenue.

Page: Attachments

- ☐ Board of Directors list (**mandatory**). (6 points) - Include role titles and length as BOD.
- ☐ Staff list (**optional**). Do not submit.
- ☐ Financial Statements (**only required mandatory**). If audited financial statements are not available, then unaudited statements are required. Please note, for grant requests greater than or equal to \$30,000 audited financial statements are mandatory. Program specific material (**optional**).
- ☐ Marketing material (**optional**). Poster, flyer, pamphlet etc.
- ☐ CV (**optional**). A specific facilitator or consultant that will be performing the work.

After you Apply

- You will receive a confirmation e-mail once your application is submitted.
- If your application receives a passing score (above 60), your score and recommended level of funding will be presented to the City of Hamilton Grants Sub-Committee for review and approval in Spring.
- You will receive confirmation of funding by email. The email will include instructions to receive your funding and a timeline of when funds will be released.
- CEF funding must be used in the same year that it is awarded.
- You must acknowledge the City of Hamilton's support through CEF in your program materials and promotion.
- You must complete a Final Report and submit it to CEF staff by February 1st of the following year. A template will be provided by CEF staff after you have received confirmation of funding.
- Organizations that do not provide complete Final Report(s) for each program that receives CEF funding will not be eligible to apply for future CEF grants.