



TRUE SPORT PROJECT: BUILDING STRONGER COMMUNITY THROUGH SPORT

A COMMUNITY FOUNDATIONS OF CANADA AND TRUE SPORT FOUNDATION PARTNERSHIP REQUEST FOR EXPRESSIONS OF INTEREST

BACKGROUND:

In 2011, the Community Foundations of Canada partnered with the True Sport Foundation and the Canadian Centre for Ethics in Sport on a one-year pilot project to strengthen community through sport.

With funding support from the J.W. McConnell Family Foundation, four community foundations – in Kitchener-Waterloo, Burlington, Winnipeg and Abbotsford – participated in this innovative program, using an Asset Based Community Development (ABCD) approach to explore how communities can leverage the power of sport to make a positive difference.

In the pilot program, the community foundations participated in an Appreciative Inquiry (AI) process, Asset Mapping and developed an understanding of strength based approaches. Community consultations were held to bring together a diverse group of residents and stakeholders from various sectors to build awareness and determine granting opportunities. Projects were matched by community partner's in-kind contributions such as volunteer time, donated materials, professional services and cash.

2012-2013 OPPORTUNITY:

The next phase of the program is ready to launch and is open to all members of CFC.

Criteria:

To be considered for the True Sport Project: Building Stronger Community through Sport, a community foundation must:

- Be a fully paid member of CFC
- Commit to the principles of True Sport (see Appendix 2)
- Commit to the **Guiding Principles** that True Sport acts as a catalyst for community building through:
 - a spirit of collaboration that allows us to work with a diverse group of partners and allies and not in isolation of others;
 - the building of community capacity by growing new leaders and mentors;
 - the inclusion of all partners and sectors;
 - the valuing of sport as an asset to build and sustain community; and
 - the sharing of learnings to build community, community foundation and True Sport Foundation knowledge.



- Use a strength based approach to community development to activate sport as an asset for community building. This includes a preliminary meeting utilizing Appreciative Inquiry (AI) and Asset Mapping to identify the skills and contributions of all potential partners.
- Agree to convene a minimum of two community meetings of stakeholders from various sectors to agree on strategies for building project awareness, establishing a grants process and evaluation input.
- Commit to funding projects that are consistent with the definition of sport established for the True Sport Project: Building Community through Sport (see Appendix 1).
- Commit to match the True Sport funds (.75) in the short term and have a long term commitment to building the True Sport approach into the granting stream where appropriate. Consideration will also be given to community foundations that are interested and able to contribute to this work but do not have the capacity to provide a matching financial contribution.
- Commit to participating in the electronic shared learning space (Basecamp) as a forum for gathering and sharing learning throughout the project.
- Submit letter of interest by December 21, 2011 and a grant funding request by April 30, 2012.
- Conduct project evaluation requirements as outlined in the program guidelines.
- Commit to disbursing grants within their community by December 2012.

Applications will be reviewed and selected based on the above criteria taking into consideration geography and asset base. Up to ten grants ranging from \$5000 to \$20,000 are expected to be awarded in 2012 upon submission of requests due April 30, 2012.

Application Process:

The application process has several stages:

1. All interested foundations must submit an expression of interest form outlining the following:
 - A) Describe your foundation's commitment to True Sport and how this project will help to strengthen your community.*
 - B) Describe how the project will demonstrate broad community participation and engage a variety of people, sectors and stakeholders.*
 - C) Explain how your foundation plans to match the funds received through this grant.*
2. The project manager will contact each foundation that submits an expression of interest (December 2011 / January 2012) to discuss the project proposal. Successful applicants will be announced January 30, 2012.
3. Participating foundations submit a funding request based on community consultations (due April 30, 2012).



All application documents must be submitted using the official online forms at: www.cfc-fcc.ca/programs/true-sport.html . For assistance in submitting an expression of interest form, please contact Christina Parsons (contact information at the end of this document).

Upon successful submission of each application document (expression of interest and funding application form) the applicant will see a pop up screen and receive an email to confirm that the form has been received. If this confirmation is not received, your application was not successfully submitted. Please try again or call 613-526-6043 for assistance.

Dates and Deadlines:

EVENT / ACTIVITY	DATE / DEADLINE:
Deadline to submit expression of interest	December 21, 2011
Notification of status of application	January 30, 2012
Deadline to submit funding application	April 30, 2012
Deadline to secure funding match	June 30, 2012
Deadline to allocate and disburse funds	December 31, 2012

Questions?

Cindy Lindsay (Community Foundations of Canada) clindsay@cfc-fcc.ca or 519-843-6726
Christina Parsons (True Sport Foundation) cparsons@truesport.ca or 613-526-6043 x 3232



Appendix 1

True Sport Project: Building Stronger Communities through Sport

Definition of Sport

A form of physical activity organized as a contest between two or more participants for the purpose of determining a winner by fair and ethical means; such contest may be in the form of a game, match, race or other form of competitive / recreational event.



Appendix 2

True Sport Principles for Sport

GO FOR IT

Always strive for excellence and rise to the challenge, but never at the expense of others.
Discover how good you can be.

PLAY FAIR

Play honestly and obey the rules, in letter and spirit.
Winning is only meaningful when competition is fair.

RESPECT OTHERS

Show respect for everyone involved in creating a sporting experience, both on the field and off.
Win with dignity and lose with grace.

KEEP IT FUN

Find the joy of sport and have a good time.
Keep a positive attitude and look to make a positive difference, on the field and in your community.

STAY HEALTHY

Place physical and mental health above all other considerations and avoid unsafe activities.
Respect your body and keep in shape.

GIVE BACK

Always remember the community that supports your sport and helps make it possible.
Find ways to show your appreciation and help others get the most out of sport.

INCLUDE EVERYONE

Share sport with others, regardless of creed, ethnicity, gender, sexual orientation or ability.
Invite everyone into sport to make it more meaningful for the whole community.



True Sport Principles for Communities

RECOGNIZE SPORT AS A VALUABLE COMMUNITY ASSET

Help sport live up to its full potential. Enable it to contribute to the well-being of the entire community.

CHAMPION ETHICAL CONDUCT

Commit to fair play. Make respect for the rules, officials, coaches and players a priority – on the field and on the sidelines.

PROMOTE INCLUSION

Remove barriers. Encourage participation. Make it possible for everyone to get involved and stay involved.

STRENGTHEN CONNECTIONS

Create opportunities for people to get together through sport. Make newcomers feel welcome. Promote friendship, trust, cooperation and respect.

SUPPORT EXCELLENCE

Teams and athletes carry the hearts and hopes of the community wherever they compete. Help them to be the best they can be.

FOSTER HEALTHY, ACTIVE LIFESTYLES

Inspire people to get active and stay active. Offer a variety of sport opportunities – both structured and unstructured – that are inviting, enjoyable and rewarding for all.

CREATE SAFE AND WELCOMING ENVIRONMENTS

Develop, protect and nurture places and spaces that are hospitable and conducive to the safe enjoyment of sport.

CELEBRATE CONTRIBUTION

Recognize and honour the people – coaches, organizers, officials, and volunteers – whose contribution makes sport possible and positive in the community.