



BC Physical Literacy for Communities Initiative Application Guidelines

Overview

As part of the BC Active People, Active Places, BC Physical Activity Strategy, funded by the Ministry of Health, the Sport for Life Society (S4LS) will be delivering the Physical Literacy for Communities initiative (PL4C) in selected communities across the province. The purpose of the initiative is to improve the development of physical literacy, which leads to increased physical activity that positively impacts health and well-being.

Objectives

- To educate and activate local decision makers, then build capacity by training leaders
- To develop physical literacy in multiple settings and sectors
- To provide opportunities for B.C. communities, including persons from under-represented or marginalized populations, to actively participate in the initiative
- To positively impact community health and well-being

The Physical Literacy for Communities Initiative

This initiative provides targeted funding of up to \$50,000 over a two-year period, along with mentorship and support, to approximately 17 B.C. communities toward the collaborative design and multi-sector development of physical literacy. The key phases of the initiative are Educate, Train and Mentor.

Eligibility

Agencies applying must be a charitable or non-profit organization (see pre-screening document for examples). Eligible communities must have populations of less than 190,000, demonstrate a strong degree of readiness, be prepared to invest additional community funds for a third phase, and must meet all reporting requirements of the initiative.

Community Selection Criteria

1. *Balanced regional and community representation*

Projects will be equally distributed annually across the five health authorities and balanced between urban, rural and remote communities. Engagement of the indigenous in the community plan and program design/implementation is a required element.

2. *Community Readiness*

The community must be at a state of readiness to begin developing and activating a multi-sector community plan. Examples include identification of multi-sector partners, commitment of health

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authorities, existing physical literacy programs, and staff/resourcing already in place to sustain the project(s).

3. Community Interest

The community must demonstrate their commitment of cross-sector partnerships to be eligible to participate in the PL4C process.

Use of Funds

Funds for this initiative can support:

- Education/awareness • Training • Instruction • Promotion • Summits/leadership development
- Project staffing/admin costs • Cost of inclusion • Mentoring • Physical literacy digital apps or training

Funds for this initiative can NOT support:

- Equipment • Facility use • Capital projects (e.g. installation of football posts) • Funding equipment/uniforms/travel of established sports teams • Transportation • Nutrition • Support to lower the cost of participation (i.e. subsidizing registration fees)

Application Process

Interested parties are invited to:

1. Review the pre-screening form (Appendix A) to determine eligibility to submit an application for the initiative.
2. If eligible, complete and submit the Application Form (Appendix B) along with any letters of support by January 31, 2018.

The PL4C selection panel will review the submitted applications. Successful applicants will be contacted directly by the Sport for Life Society. Those not selected will receive email correspondence.

Questions

Please direct questions to Thomas Jones, Project Manager (tom@sportforlife.ca).

THANK YOU!

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**Appendix A - 'BC Physical Literacy for Communities' Initiative
Prescreen for Eligibility**

This PL4C initiative provides up to \$50,000 of resources and project leadership to 17 communities over a two-year period to focus on the development of physical literacy and increased physical activity.

Please complete the following information regarding the applicant community and support organizations for this application.

Name of Community _____
 Population of the Community _____
 Name of Lead Organization _____
 Name of Lead Organization contact _____
 Email: _____ Phone number #1 _____ Phone number #2 _____

Your lead organization is a registered charity or registered non-profit organization?

- Yes
- No

Which eligible category does your lead organization/applicant come under (please tick):

Eligible	Not Eligible
<input type="checkbox"/> Health authority <input type="checkbox"/> Municipal parks/recreation department <input type="checkbox"/> School district <input type="checkbox"/> Post secondary institution <input type="checkbox"/> First Nations and Aboriginal Band/Nation <input type="checkbox"/> Sport council (multi-sport associations) <input type="checkbox"/> Regional sport centre <input type="checkbox"/> Regional district	<input type="checkbox"/> Individual school <input type="checkbox"/> Out of school program <input type="checkbox"/> Political organizations/party <input type="checkbox"/> For profit organization (can partner with Canadian Revenue Agency charities and not for profits) <input type="checkbox"/> Religious/sectarian program <input type="checkbox"/> Political/lobbying organization <input type="checkbox"/> Early years program <input type="checkbox"/> Local sports club/association

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Community Readiness

For success in this initiative, the community needs to be in a state of readiness to begin developing and activating a multi-sector community plan. Conditions (or factors) of readiness are noted below. To be eligible to apply, interested communities must demonstrate a minimum of three such factors (*please tick*):

- Multi-sector partners focused on physical activity/literacy (e.g. schools, sport councils/clubs and recreation departments) are identified.
- Existing physical literacy programs/projects are active and being delivered.
- Your health authority has committed to being a partner on the multi-sector leadership team.
- You can provide letters of support from multi-sector partners.
- Your community is already implementing a government-funded program that promotes quality physical activity/literacy (e.g. active communities grants, After School Sport and Arts Initiative funding).
- Your community has staff, resourcing and administrative systems in place to sustain the project into the future (e.g. local government/municipal recreation department, sport council, First Nations Band, regional sport centre).
- Your community will commit additional funds to support a Phase 3 (third year) of the PL4C initiative.

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Appendix B – PL4C Application Form

Applicants are invited to outline their interest and qualifications by responding briefly (not longer than three pages) to the following questions and attach any letters of support.

1. Identify the lead organization/or committee (provide name(s)).
2. List the community partners and briefly explain how they will engage in the project.
3. Use examples to describe any physical literacy work that is or has been taking place in the community.
4. Indicate potential sources of additional funds your community can contribute toward a third year (phase) of the PL4C initiative.
5. Outline briefly the community staff, resourcing and administrative systems in place to sustain the project into the future.

Application materials should be completed and forwarded to the Sport for Life Society (tom@sportforlife.ca) by January 31, 2018.

Thank you for your interest in the BC Physical Literacy for Communities Initiative!

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