

Physical Literacy for Communities BC Initiative Application Guidelines

Overview

Supported by the Province of British Columbia, the Sport for Life Society will be delivering the Physical Literacy for Communities BC Initiative (PL4C-BC) in selected communities across the province. The purpose of the PL4C-BC Initiative is to improve the development of physical literacy through a multi-sector community approach, leading to increased physical activity which positively impacts the health and well being of British Columbians.

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 populations facing additional barriers, to actively participate in the Initiative
- To positively impact community health and well being

The Physical Literacy for Communities BC Initiative

This PL4C-BC Initiative provides services and funds to the value of up to \$50,000 over a two-year period, including education, training and mentorship. In 2020, there will be the opportunity for six additional B.C. applicants to join the current 21 selected, toward the collaborative design and multi-sector development of physical literacy.

Eligibility

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

The 21 applicants currently being funded by the PL4C-BC Initiative are not eligible to apply.

Applicant Selection Criteria

1. Balanced regional and community representation

The PL4C-BC Initiative will support six applications in the 2020 Intake with the intention of distributing regionally across the province.

Representation from key sectors of the community (health, recreation, sport, education) is a required element. Further, a commitment to meaningful engagement of Indigenous peoples in the Initiative must be included in the application. The Indigenous Sport, Physical Activity, and Recreational Council (I-SPARC) regional representatives can be contacted for information and assistance in this regard.
<https://isparc.ca/>

2. Community Readiness

The applicant community(s) must be at a state of readiness to develop and activate a multi-sector community plan. Examples include engagement of multi-sector partners, commitment of health authorities, delivery of existing physical literacy programs, as well as staff, resources and funds in place to sustain the Initiative locally.

3. Community Interest

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

Services / Funds Provide

• Mentoring • Education/Awareness • Training • Instruction • Promotion • Summits/leadership development • Administrative costs • Cost of inclusion • Physical literacy e-learning

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 for Eligibility (Appendix A) to determine eligibility to submit an application for the PL4C-BC Initiative.
2. If eligible, complete and submit the Application Form (Appendix B) along with letters of support to the Sport for Life Society (tom@sportforlife.ca) by January 31, 2020.

The PL4C-BC Initiative 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 Tom Jones, Project Manager (tom@sportforlife.ca)

For information and details on current PL4C-BC Initiative community projects, please visit:
<http://physicalliteracy.ca/bc-physical-literacy-communities-initiative/>

Thank You!

APPENDIX A

Physical Literacy for Communities BC Initiative Pre-screen for Eligibility

This PL4C-BC Initiative provides up to \$50,000 of services and project leadership to six applicants 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 and support organizations for this application.

Name of Primary Community or Region(s)	
Population of Primary Community(s)	
List Other Communities Served (If applicable)	
Name of Lead Organization	
Name of Lead Organization Contact	
Contact Email	
Lead Organization Contact Phone # 1	
Lead Organization Contact Phone # 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"/> Individual school
<input type="checkbox"/> Municipal parks / recreation department	<input type="checkbox"/> Out of school program
<input type="checkbox"/> School District	<input type="checkbox"/> Political organizations / party
<input type="checkbox"/> Post-Secondary Institution	<input type="checkbox"/> For profit organization (can partner with Canadian Revenue Agency charities and not for profits)
<input type="checkbox"/> Indigenous Communities/ Organizations (First Nations, Métis Associations and Aboriginal Friendship Centre's)	<input type="checkbox"/> Religious / sectarian program
<input type="checkbox"/> Sport council (multi-sport associations)	<input type="checkbox"/> Political / lobbying organization
<input type="checkbox"/> Regional sport centre	<input type="checkbox"/> Early years program
<input type="checkbox"/> Regional district	<input type="checkbox"/> Local sports club / association

Community Readiness

For success in the PL4C-BC Initiative, the applicant community(s) needs to be in a state of readiness to develop and activate a multi-sector community plan. Conditions (or factors) of readiness are noted below. To be eligible to apply, interested applicants must demonstrate a minimum of three such factors (*please tick*):

- ☐ Partners from multiple sectors focused on physical activity / literacy (e.g. schools, sport councils / clubs, recreation departments, community health, and Indigenous communities/organizations are identified.
- ☐ Existing physical literacy programs / projects are active & being delivered
- ☐ Your health authority has committed to being a partner on the multi-sector leadership team
- ☐ You can provide letters of support from partners of multiple sectors
- ☐ Your community(s) 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(s) 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, regional sport centre).
- ☐ Your community(s) will commit additional funds to support a third year of the PL4C-BC Initiative.

APPENDIX B

Physical Literacy for Communities BC Initiative Application Form

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

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 by attaching letters of support.
3. Identify Indigenous partners and briefly explain how they will engage in the project by attaching letters of support.
4. Use examples to describe any physical literacy work that is or has been taking place in the community.
5. Indicate potential sources of additional funds your community(s) can contribute toward a third year of the PL4C-BC Initiative.
6. Outline briefly the community(s) 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, 2020.

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