

Active Communities Fund Program Guidelines for Provincial Not for Profit Organizations

What is the Active Communities Fund?

We created the Active Communities Fund to help Nova Scotians move more. It is part of [*Let's Get Moving Nova Scotia: An action plan for increasing physical activity in Nova Scotia*](#). You can use this fund to help you

- plan, develop or evaluate policy
- plan, create, improve, or evaluate physical environments (The fund is limited to supporting low-cost physical environment initiatives.)
- plan, create, improve, or evaluate social environments

Who can apply for funding?

These guidelines are for registered not for profit societies and not for profit cooperatives who have provincial reach.

*Not-for-profit societies and cooperatives must be in good standing with the Provincial Registry of Joint Stock Companies or federally registered under the Corporations Act as a not-for-profit society or cooperative based and operating in Nova Scotia.

We strongly encourage partnerships with local community wide plans (i.e. Municipal/Mi'kmaw physical activity plans).

There are separate guidelines for communities (municipalities, villages or First Nations communities) and local community organizations (not-for-profit agencies and Regional Centres for Education).

We will NOT issue funds, even if your proposal is successful, if your organization has outstanding final reports for any other funding issued by CCTH or Arts Nova Scotia.

CCTH's EDIA COMMITMENT STATEMENT:

- *Communities, Culture, Tourism & Heritage supports our communities to thrive by promoting active living, tourism, and Nova Scotia's diverse culture, heritage, and languages. We pride ourselves in helping to grow communities and organizations by providing programs and services that support these areas.*
- *We are committed to ensuring that our programs and services are free of discrimination and barriers, and value equity, diversity, inclusion, and accessibility (EDIA). By applying this lens, and ensuring it is a core value in our programs and decision-making processes, we are taking steps to address the long-standing systemic barriers that impact many communities in our province.*
- *Communities, Culture, Tourism, and Heritage is committed to advancing equity, diversity, inclusion, and accessibility across Nova Scotia, and we support partners who share in this commitment.*

What initiatives qualify for funding?

Initiatives that encourage simple movement that people can fit easily into their day. For example, your proposal may encourage

- reducing otherwise sedentary time by, for example, encouraging moving meetings
- unstructured active play
- cycling
- gardening
- walking, including using a cane, walker, or wheelchair

Initiatives that aim to enhance physical activity among at least one of the following groups:

- youth ages 12-18
- the aging population, anyone 45 years old or older
- females in the above age groups
- underserved or underrepresented groups
- less active adult population (in general)

How much funding can I apply for?

Organizations serving at the community level are eligible for up to \$5000. Initiatives that span more communities may be eligible for more, depending on the nature of the project and ability to support local community-wide plans..

We will award up to 75% of eligible costs. Your organization (and/or other partners) must cover at least 25% of eligible costs with a financial contribution. In-kind contributions are not eligible.

How are proposals assessed?

All proposals must meet these 2 criteria to be considered for funding:

- The budget must meet the government assistance limits listed under *How much funding is available?*
- The proposal must clearly show how you will design your initiative to meet the needs of at least one of the populations listed under *What initiatives qualify for funding?*

In addition, we will assess proposals using the degree to which the initiatives meet the following 8 factors:

1. socio-ecological model
2. planning
3. partnership
4. need
5. simple movement
6. key settings
7. sustainability
8. evaluation plan

These are described in detail below along with the maximum number of points that we will allot for each.

We will award funds based on assessments and available, approved funds.

Socio-ecological model: 20 points

The initiative is likely to increase simple movement through policy, or through creating or improving social or physical environments.

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Proposals that address more than one category of the socio-ecological model will be eligible for more funding.

Planning, partnerships, and need: 15 points

- **Planning**

There is a clear and reasonable action plan for items that need funding.

More points will be given to initiatives that also support local community-wide physical activity (MPAL) plans.

- **Partnerships**

Your organization works with other organizations to carry out your plan.

- **Need**

Your organization may not be able to carry out the proposed initiatives without grant support. Your initiative fills an identified gap in the province.

Simple movement, key settings, and sustainability: 10 points

- **Simple movement**

Your initiative encourages simple movement its target population can easily fit into their day in small bouts. Initiatives should strive to reduce barriers to regular participation in the proposed physical activity. Consider time needed to participate, skill level needed and dependence on equipment, instructors and special infrastructure.

- **Key settings**

The initiatives are designed to reach the target group where they spend their time such as schools, workplaces, and community and healthcare settings. We will evaluate the proposal based on how well the target group is likely to be engaged in movement in the chosen setting.

- **Sustainability**

The initiative should create policies or environments that encourage movement over the long term. This may happen through building knowledge and skills within the community, developing policy, enlisting and retaining volunteers and leaders, partnerships, or other mechanisms.

Evaluation plan: 5 points

The proposal includes clear outcomes and ways to measure the initiative's success. At the end of the funding period, you will be asked to report on funded activities. The evaluation plan will help you to capture information for your final report.

When can I submit my proposal?

Funds will be distributed based on eligibility until we have distributed all the money or by December 1.

What is the application and funding process?

BEFORE you submit a proposal, you should contact the CCTH office (*see Who do I contact for more information?*) to discuss the proposed initiatives and the proposal requirements.

Once we have assessed your funding proposal, we will contact you.

If your proposal is successful, we will send you a Terms and Conditions Grant Agreement. You must sign the Terms and Conditions Grant Agreement and return it to us BEFORE we can send you funding.

You must complete your initiatives within the time stated in the Terms and Conditions Grant Agreement.

We may ask for supporting documents at any time throughout the initiative. You should keep the following documents for auditing purposes for at least 10 years after your initiative is completed:

- Terms and Conditions Grant Agreement
- final report
- supporting documents

What if the initiatives change, cannot proceed, or are cancelled?

If you need to change the initiatives so that they are significantly different than those outlined in your proposal, you must make a written request to CCTH. You may only change the scope of the initiatives once you have CCTH's approval.

If your initiatives are cancelled or you do not need the entire grant to complete them, you must return all remaining funds to CCTH. This must be done using a cheque addressed to the Minister of Finance.

What disqualifies an organization from Funding?

We will not issue funds, even if your proposal is successful, if your organization has outstanding final reports for any other funding issued by CCTH or Arts Nova Scotia.

Does my organization have to acknowledge that we received funding?

Yes. You must acknowledge the financial assistance of the province of Nova Scotia as described in the Acknowledgement Guidelines.

Who do I contact for more information on provincial proposals?

Elaine Shelton, Manager of Physical Activity

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Definitions

Community-wide approaches: physical activity initiatives that take place across different settings and sectors. Such initiatives will be more successful in reaching many people and increasing physical activity than a single organizational plan, program or project. Municipalities, First Nations communities, schools, workplaces, and healthcare settings are good places to include in a community-wide approach. Targeted approaches, those that focus on a type of physical activity or a specific group, may be more effective.

Cross-sectoral leadership committee: a committee of decision-makers from a range of organizations within the community. These are some organizations that may provide members for such a committee:

- the local chamber of commerce
- the local centre for education
- the local municipal recreation department
- the local municipal planning department
- the municipality as a whole
- the local zone of the Nova Scotia Health Authority

Cross-sectoral partnership: a partnership with representatives from a range of organizations within the community (see examples listed above).

In-kind contributions: Goods or services required for the initiatives and contributed by the applicant or partner organizations. An example could be the contribution of recreation coordinator staff time to take registrations for a walking group. Information to explain how a dollar figure was determined should be included (e.g. 20 hours at \$20/hour = \$400). For this fund, MPAL time is not considered an eligible in-kind contribution.

Indicators: Markers of progress. Indicators should be specific, measurable and allow you to show progress with your goals and objectives. For example, for the goal of *increasing engagement in play for adolescents*, indicators could include number of adolescents who participated in X initiative, types of active play adolescents engaged in during X initiative, number of adolescents who reported engaging in play outside of X initiative etc.)

Initiative: In this context, initiative refers to the intervention for which you require funds. It could be a straightforward project (e.g. introducing play boxes) but it may have more elements (e.g. a play campaign that includes play boxes, a social media campaign, a junior high play partnership etc.)

Less active adult population (in general): Nova Scotian adults who have reported in citizen surveys that they are physically active 2 days a week or less. Data from the surveys show that less active adults are male and female and come from a variety of income brackets. They mainly get their physical activity through active household tasks and walking. They greatly prefer walking for recreation and active transportation, over any other form of physical activity, when they think of becoming active in the future. While many Nova Scotians prefer walking, less active adults prefer it more than the general population. The most common challenges to being active, according to this group, are lack of time, lack of social support, lack of interest in programming, the built environment, and health issues.

Municipal and Mi'kmaq Physical Activity Leadership Program (MPAL): a program that pays for a staff person to develop and oversee the implementation of a community-wide physical activity strategy. The Province of Nova Scotia and participating communities share the cost of that person's salary.

Physical environment: includes the natural environment and the built environment. These environments influence how much people move by making it easier or harder to move more. In the context of this fund, equipment that encourages simple daily movement (as described below) is eligible for funding in this category. These are some low-cost ways to make physical environments more activity-friendly:

- improve stairwells
- install or improve play boxes
- create community gardens
- stock a pedometer loan program
- paint games like hopscotch on pavement

Policy: in this context, the written policy or priorities of municipalities, First Nations communities, schools, or workplaces that encourage movement. Examples include policies that encourage access to recreation, walking meetings, active transportation, etc. Action to advance policy like education and awareness-building may be eligible for funding through this grant.

Reducing sitting time: In addition to encouraging Nova Scotians to be more active, it is important to encourage the reduction of time spent sitting. It is possible to meet the guidelines for physical activity, but to spend too much time sitting. For the purposes of this grant, initiatives that fall into the "reducing sitting" category are those that specifically focus on breaking up sitting behavior (e.g. a workplace campaign to prompt standing at frequent intervals, a junior high school initiative to integrate movement during class time)

Simple movement: For the purposes of ACF, this is a grouping of movement types that can be easily incorporated throughout the day in small amounts at a minimum. This movement does not necessarily require any learned skills, the degree of difficulty can be adapted to suit available time and needs. It can occur through transportation (e.g. cycling to the mailbox), at home (e.g. actively playing with kids in the backyard), during leisure (e.g. gardening at the community garden) or at work (e.g. walking meetings)

Social environment: There are many ways to promote a social environment that encourages movement. To qualify for this fund, social environment initiatives should aim for larger reach. One example is an initiative that encourages communities of volunteers to create social networks that support walking, play, or cycling. Another is to make use of existing campaigns aimed at changing social norms.

Social marketing: in this context, marketing to encourage health behaviours such as decreasing sitting and increasing physical activity. Tools to achieve this may include social media, paid advertising on television, radio, and in print, and community-based activities. Effective social marketing uses coordinated messaging and uses multiple tools to encourage behaviour-change.

Socio-ecological model: a way to understand and address what contributes to physical activity or sedentary behaviour. It recognizes the importance of the individual, the social and physical environments, and policy in encouraging more movement.