

## Department of Tourism, Heritage and Culture

### Active Communities Branch

The goal of the Active Communities Branch is to foster a network of self-sufficient local and regional organizations, capable of providing sport, recreation, and physical activity opportunities. The Active Communities Branch has 3 strategic priorities for 2012-2016:

1. Develop a sustainable partnership network.
2. Engage and mobilize communities.
3. Empower leaders through sports and physical activity.

The fields of sport, recreation, and physical activity and our work through the Active Communities Branch are guided by the following National strategies:

- The Canadian Sport Policy
- Pathways to Wellbeing: A Framework for Recreation in Canada
- Active 20/20: A Physical Activity Strategy and Change Agenda for Canada
- the provincial New Brunswick Wellness Strategy

Although recreation is defined as the experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing (Pathways to Wellbeing: A Framework for Recreation in Canada, 2015). The mandate of the Active Communities Branch focuses solely on the physical recreation side.

### Funding Programs

Our Regional Offices support not-for-profit organizations and assist them in the attainment of their goals by providing leadership and resources to the sport, recreation and physical activity community on a local and regional level through the following grant programs:

- **Regional Grant Program**
  - Organizational development
  - Leadership development
  - Long Term Athlete Development (LTAD)
  - Games Hosting
- **Regional Profile Submission (Multi-project grant)**
- **Active Communities Grant Program**
- **Go NB grant program**

Our assistance can help organizations to design programs, plan events and projects, establish sound administrative policies and procedures and leverage support from other sources. Funding from our various grant programs is also available to provide training clinics and workshops for volunteer leaders, initiate new and innovative programming and promote activities and events.

The next page will provide your organization with a general overview of each of our grant programs.

## Active Communities Grant program Overview

The Active Communities Branch believes that sport, recreation and physical activity are important contributors to the quality of life and well-being of New Brunswick citizens and important economic drivers for New Brunswick communities. Our programs and services enable local and regional organizations to enrich their programming and the vitality of their communities.

### **Regional Grant Program – up to a maximum of \$5,000**

The Regional Grant Program seeks a broad portfolio of investments that are strategic and offer innovative solutions to problems of inactivity and low participation in sport and recreation. This Program is also designed to support the effectiveness of organizations and foster stronger relationships through community capacity building using sport and recreation as the catalysts for this capacity development.

Financial assistance will be evaluated based on fulfilling the following strategic priorities:

- Organizational development
- Leadership development
- Long Term Athlete Development (LTAD)
- Games Hosting

### **Regional Profile Submission – up to a maximum of \$5,000**

If your organization is seeking financial support in more than one of the strategic priorities you may be eligible for a Regional Profile Submission (multi-project grant). The Regional Profile involves the overall planning of the organization's activities for a season and must be requested before or at the start of the season for your sport. Please contact your Regional Consultant to see if your organization qualifies for a Regional Profile Submission.

### **Active Communities Grant Program – up to a maximum of \$5,000**

The Active Communities Grant Program provides support for initiatives that raise awareness of the importance and enjoyment of physical activity and provide new or expanded opportunities for New-Brunswickers to be active.

### **Go NB – up to a maximum of \$5,000**

The Go NB Grant Program is the result of a bilateral agreement between the Government of Canada (Sport Canada) and the Province of New Brunswick (Department of Tourism, Heritage and Culture).

The Program is designed to increase participation and strengthen physical literacy through the three first stages of the Long Term Athlete Development (LTAD) model and to reduce barriers to sport participation for children and youth, with a particular focus on under-represented populations.

Financial assistance is available for the following three areas:

- Physical Literacy
- Building Capacity
- Purchasing of Para Equipment

***Before you start planning your next initiative, please contact your Regional Consultant.*** They will help plan your initiative, provide you with the appropriate application form and detailed guidelines for each grant program as well as guide you through the application process.