

Active Communities Fund Program Guidelines for 2019-2020



What is the Active Communities Fund?

We created the Active Communities Fund to help your community get active and stay active. In particular, this fund supports **community-wide approaches for less-structured movement**. 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

- develop or evaluate **policy**
- create, improve, or evaluate **physical environments**
- create, improve, or evaluate **social environments**

Who can apply for funding?

- municipalities
- villages
- Nova Scotian Mi'kmaw bands
- registered not-for-profit societies and not-for-profit cooperatives*

*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 among municipalities, the health sector, schools, and workplaces.

What initiatives qualify for funding?

Initiatives that encourage **less-structured movement** that people can fit easily into their day. For example, your proposal may encourage

- breaking up time spent sitting by, for example, encouraging walking meetings
- active play
- cycling
- 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
- community members who may have minimal access to physical activity opportunities
- less active adult population (in general)

Requests over \$5,000 should reflect part of a written 2019-2020 [community-wide](#) physical activity plan.

We may consider initiatives with more structure if you ask for less than \$5,000. Such plans should be flexible for participants and encourage daily physical activity over the long term.

How much funding is available?

Total funding for initiatives*

We will award up to 75% of eligible costs to a maximum of \$20,000. You may apply for funding from other provincial or federal government departments for part of the remaining 25%. However, your organization must cover at least 10% of eligible costs. Your organization's contribution need not be financial. It can be an in-kind contribution. This contribution, however, cannot include time spent by Municipal and Mi'kmaw Physical Activity Leaders.

While you are allowed to apply for funding from other government departments, your organization may receive no more than 90% of eligible costs from ALL government departments—federal and provincial—combined.

Program promotion

We will award up to \$500 for [program promotion](#). This limit does not apply to [social marketing](#) activities.

Requests for more than \$5,000*

If you apply for more than \$5,000, your application should represent a multi-faceted approach. It must reflect part of a 2019-2020 [community-wide](#) plan that encourages physical activity.

Communities with more than 90,000 people

If your municipality has more than 90,000 people, you may be eligible for more funds. Contact your regional [Communities, Culture and Heritage \(CCH\)](#) office for more information.

Members of the Municipal and Mi'kmaw Physical Activity Leadership Program (MPAL) with shared agreements

If your organization is a member of MPAL and has an agreement that is shared with other communities, contact the [regional office](#) for information on how to apply for funding.

*Ongoing operational costs are NOT eligible for funding.

When do I have to report how the funds were spent?

Within 60 days of completing your initiative, you must submit a report describing how the initiative was implemented and how the money was spent. This report must include a financial statement. You must submit this report no later than March 1, 2020. You will receive your final payment AFTER you have submitted this report.

How are applications assessed?

All applications 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 application 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 applications using the degree to which the initiatives meet the following 8 factors:

1. socio-ecological model
2. planning
3. partnership
4. need
5. less-structured 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.

1. Socio-ecological model: 20 points

The initiatives are likely to increase **less-structured movement** through **policy**, or through creating or improving **social** or **physical environments**. The fund is limited to supporting low-cost physical environment initiatives.

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

Planning, partnerships, and need: 15 points

2. Planning

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

If you apply for more than \$5,000, your initiative should be part of a one-year 2019-2020 **community-wide** physical activity plan.

More points will be given to initiatives that are also part of multi-year plans.

3. Partnerships

Your organization works with other organizations to do such things as

- carry out the proposed initiatives
- support the annual plan
- lead the multi-year plan

4. Need

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

Less-structured movement, key settings, and sustainability: 10 points

5. Less-structured movement

Your initiatives encourage **less-structured movement** its target population can easily fit into their day in small bouts.

We may consider programs with more structure if you apply for less than \$5,000. Such programs should be flexible for participants and encourage daily movement over the long term.

6. 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 application based on how well the target group is likely to be engaged in movement in the chosen setting.

More points will be given to applications connected to one-year, 2019-2020, [community-wide](#) physical activity plans using at least 2 of the above settings. If more settings are targeted, more points will be given.

7. Sustainability

The initiatives should create policies or environments that encourage movement over the long term. These are some examples:

- building knowledge and skills within the community
- developing policy
- enlisting and retaining volunteers and leaders
- partnerships

8. Evaluation plan: 5 points

The application includes clear outcomes and ways to measure the initiative's success.

What is the application deadline?

We will accept applications throughout the year and distribute funds based on eligibility until we have distributed all the money or by January 3, 2020.

What is the application and funding process?

BEFORE you submit an application, you should contact the CCH office nearest you (see [Who do I contact for more information?](#)) to discuss the proposed initiatives and the application requirements.

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

If your application is successful, we will send you a Terms and Conditions Grant Agreement. Your grant will be paid in installments. You must sign the Terms and Conditions Grant Agreement and return it to us **BEFORE** we can send you the first installment.

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

Before you can receive your final payment, you must submit a [signed final report](#) by the date specified in the Terms and Conditions Grant Agreement or by March 1, 2020 at the latest. The report must include a financial statement. We may ask for supporting documents at any time throughout the initiatives. 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?

You must notify CCH in writing if your organization cannot proceed with your initiatives.

If you need to change the initiatives so that it is significantly different than the one outlined in the Terms and Conditions Grant Agreement, you must make a written request to CCH. You may only change the purpose of the initiatives once you have CCH'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 CCH. 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 application is successful, if your organization has outstanding final reports for any other funding issued by CCH or Arts Nova Scotia.

Once your initiatives receive funding from the Active Communities Fund, they will **NOT** qualify for Regional Community Development Grants.

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?

Look below for the regional office closest to you.

Cape Breton Region

Cape Breton Island

Larry Maxwell, Regional Manager
Email: larry.maxwell@novascotia.ca
Phone: 902-563-2380
Fax: 902-563-2565

Write or visit:
305 Esplanade
Sydney, NS B1P 1A8

Central Region

Halifax Regional Municipality (HRM)

Andrea Redmond, Regional Manager
Email: andrea.redmond@novascotia.ca
Phone: 902-424-7622
Fax: 902-424-0710

Visit:
Homburg Building
1741 Brunswick St., 3rd Floor

Write:
PO Box 456 STN Central
Halifax, NS B3J 2R5

South Shore Region

Lunenburg, Queens, Shelburne, and Yarmouth counties

Debby Smith, Regional Manager
Email: debby.smith@novascotia.ca
Phone: 902-634-7505
Fax: 902-634-7542

Visit:
312 Green St., Lunenburg

Write :
PO Box 9000
Lunenburg, NS B0J 2C0

Fundy Region

Colchester and Cumberland counties, and the Municipality of East Hants

Peter McCracken, Regional Manager
Email: peter.mccracken@novascotia.ca
Phone: 902-893-6215
Fax: 902-896 2425

Write or visit:
80 Walker St., Suite 1
Truro, NS B2N 4A7

Highland Region

Antigonish, Guysborough, and Pictou counties

Rae Gunn, Regional Manager
Email: rae.gunn@novascotia.ca
Phone: 902-863-7380
Fax: 902-863-7477

Write or visit:
149 Church St., Suite 4
Antigonish, NS B2G 2E2

Valley Region

Annapolis, Digby, and Kings counties and the municipalities of Clare and West Hants

Meg Cuming, Regional Manager
Email: meg.cuming@novascotia.ca
Phone: 902-679-4391
Fax: 902-679-6748

Write or visit:
10 Webster St., Suite 200
Kentville, NS B4N 1H7

Appendix A

Definitions

Community members who may have minimal access to physical activity opportunities: people who experience barriers to accessing physical activity opportunities. Such barriers may include cost, transportation, safety concerns, lack of comfort in the environment, and so on.

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 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 efficient.

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).

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 most 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.

Less-structured movement: in this context, activity that can easily fit into daily life in small amounts. Examples include reducing sitting time, active play, cycling, and walking.

Municipal and Mi'kmaw 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. These are some low-cost ways to make physical environments more activity-friendly:

- improve stairwells
- install or improve play boxes
- create community gardens
- 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.

Program promotion: includes activities designed to promote the availability of a program such as print or online advertising.

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.