

# Active Communities Fund Program Guidelines for 2020–21 Not for Profit Applicants

## 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 and plans for less-structured movement. It also supports specific initiatives of not-for-profit organizations. 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?

- 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.

There are separate applications for communities (Municipalities or First Nations communities) and not-for-profit agencies.

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.

## 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

- **reducing sitting time** by, for example, encouraging walking meetings
- active play
- cycling
- walking, including using a cane, walker, or wheelchair

**Programs** with more structure (requests of maximum \$5,000 per application period) may be considered. Such programs should be flexible for participants and encourage daily physical activity over the long term.

**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)

## How much funding can I apply for?

### Total funding for initiatives\*

Not-for-profit organizations serving at the community level are eligible for up to \$5000. Not-for-profit **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.

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.

We will award up to 75% of eligible costs. You may apply for funding from other provincial or federal government departments for funding. However, your organization and other partners must cover at least 10% of eligible costs. Your organization's contribution need not be financial. It can be an in-kind contribution.

In special cases related to the impact of COVID-19, the applicant may be eligible for more support from the Active Communities Fund.

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

## Communities with more than 90,000 people

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

## 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.

### 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](#).

Social environment programs with more structure will be considered if you apply for \$5,000 or less. Such programs should be flexible for participants and encourage daily movement over the long term.

## Planning, partnerships, and need: 15 points

- **Planning**

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

- **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

- **Need**

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

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

- **Less-structured movement**

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

- **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.

- **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

- **Evaluation plan: 5 points**

The application 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 application?

Funds will be distributed based on eligibility until we have distributed all the money or by December 22, 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. 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 [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?

If you need to change the [initiatives](#) so that it is significantly different than those outlined in your application, you must make a written request to CCH. You may only change the scope 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.

## 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](mailto: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](mailto:andrea.redmond@novascotia.ca)  
Phone: 902-424-7622  
Fax: 902-424-0710

Visit:  
Homburg Building  
1741 Brunswick St., 3<sup>rd</sup> 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](mailto: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](mailto: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](mailto: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](mailto: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 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 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).

**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 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'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 less structured daily movement (as described above) 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.

**Programs:** In the context of this grant, programs eligible for funding will be flexible for participants and encourage daily less structured movement (like walking, cycling, play, reducing sitting time) over the long term. Up to \$5000 per applicant will be available for this purpose.

**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)



**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.