



FOR IMMEDIATE RELEASE

Announcing the 2020 Grassroutes Community Sport Innovation Challenge:
\$250,000 in 2020/21 to fund *innovative* community sport initiatives that enhance access,
active participation and more positive sport experiences

We all know the high price of being inactive and disengaged. We also know the central role community sport can play in building character, social connectedness and enhanced health & wellness. Yet far too many Albertans drop out of community sports at an early age and others are unable to participate due to various constraints and barriers. The 2020 Grassroutes Community Sport Innovation Challenge (Challenge) is offering grants of up to \$50,000 to deserving organizations/municipalities/others with fresh ideas for getting more people involved in sport more often, all life long. Here's a chance to test your best ideas and help take community sport delivery to new levels of engagement.

The Challenge is a major initiative of Makadiff Sports (a not-for-profit organization) and was created to spur innovation and improvement in community sport. "We see a compelling need to enhance community sport development," says Doug Mitchell, Makadiff Sports chair, noting that only one in five Alberta children and youth get enough physical activity every day. "It's our hope in this, the sixth year of the Challenge funding being made available, that even more diverse and creative community sport innovation grant applications will be submitted. We truly need to shift our mindsets about the manner in which we offer our community sport engagements and, more importantly, be more earnest in understanding the outcomes we are striving to achieve."

Over the past five (5) years Makadiff Sports has provided \$1.25 million in grants funding to over 50 projects and initiatives which were directed toward innovation in community sport development and which sought positive community engagement impacts. Makadiff Sports is again providing the Challenge with an initial funding pool of \$200,000 to be shared among winning entries in 2020. The Challenge is open to Alberta's incorporated sport bodies, municipalities, school jurisdictions, indigenous communities and agricultural societies. For this 2020 edition, the window for grant submissions opens April 27 and closes June 1, 2020 at 5 p.m. MST. Winning entrants will then have until September 30, 2021 to test their ideas and report on what they've accomplished. Based on videos submitted as part of those final reports, the 'big ideas' that are judged to show, amongst other things, the best and broadest real and/or potential long term impact and portability will receive a further PRIZE BONUS of up to \$50,000 to extend and expand its/their reach.

The Challenge is a golden opportunity NOT to be missed—and the time to apply is coming up fast. Please broadcast this "community sport grant funding" news through your networks and urge Alberta's changemakers to put their best ideas to the test. Their big ideas could be chosen for the kickstart needed to make a big impact in their community—and beyond.

More information and submission guidelines are available at www.makadiffsports.org



Grassroutes Community Sport Innovation Challenge



Grassroutes Community Sport Innovation Challenge

BACKGROUND

What's behind the Challenge?

Only one in five Alberta children and youth get enough physical activity every day. Many join community sport teams, but drop-out rates are rising due to inflexible schedules, high costs, cultural barriers and excessive focus on win-at-all-cost competition rather than collaboration, socialization and fun. Increasingly, people are looking for flexible, social, less structured ways to get involved in community sport. Meanwhile the impacts of physical inactivity continue to escalate, diminishing quality of life and overburdening our healthcare system.

In light of those realities, there is growing concern that we need to be more intentional about ensuring that community sport reflects our best values and gives everyone opportunities to participate. An informal needs assessment of community sport development and delivery undertaken by the not-for-profit Makadiff Sports organization begins to identify what needs to happen if community sport is to meet its potential to promote positive values, build character, enhance health and contribute to community building. Key concerns that merit attention are outlined below.

Equip everyone to confidently choose ways to be active through sport all life long.

- Ensure that everyone feels welcome in community sports, including newcomers and those living on low incomes.
- Start young. Embrace younger ages with fun activities that teach physical literacy and offer multi-sport skill experiences. Understand that early experiences in sport are critically important.
- Engage youth in shaping public policy, strategies and activities rather than simply providing for them.
- Put particular effort into critical transition points when participation drops most, including the vital transition from primary to secondary school.
- Pay special attention to local sport needs in remote, isolated and indigenous communities.
- Focus on the local sport participation needs and nuances of seniors; women and girls; and seek out inter-generational sport opportunities.
- Renew community sport facilities and related infrastructure, particularly to remove specific barriers that limit access to participation.

Shift from a top-down "elite sports" to a bottom-up "sport-for-all" mindset.

- Balance challenge and competition with social goals, including socializing and fun.
- Offer more flexible, less structured ways to get active through sport, possibly after school.
- Be open to out-of-box approaches and emerging sports, including those brought by newcomers to Canada.
- Give everyone opportunities to meaningfully participate.
- Make sure community sport reflects our best values.
- Market sport in an inviting, non-threatening way, using non-traditional media and means.

Dedicate more resources to quality assurance initiatives.

- Refocus community sport (especially for ages 4 to 12) to meet healthy child development objectives.
- Ensure that community sport is safe, fair and ethically sound.
- Expand the size and capacity of community sport volunteers, who remain the primary sport providers in Alberta communities.

Employ more fluid, collaborative, creative and integrated sport delivery models.

- Make sure your community has an integrated community sport development strategy or plan that reflects local needs, conditions and



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aspirations.

- Create clear, coordinated pathways into sport participation by nurturing highly localized, joined-up networks involving key sport, recreation, education, health and transportation agencies and authorities.
- Seriously consider using the "Canadian Sport for Life" model to achieve integrated and seamless grassroots/grassroutes community sports participation and delivery.
- Use community development approaches both to benefit the community and to equip everyone to be active all life long.
- Consider the regionalization of sport services.
- Employ improved governance models focused on joined-up, partnered planning and action.
- Foster an enhanced sense of community identity, spirit, pride and culture through community sport.

New Thinking ... local innovation

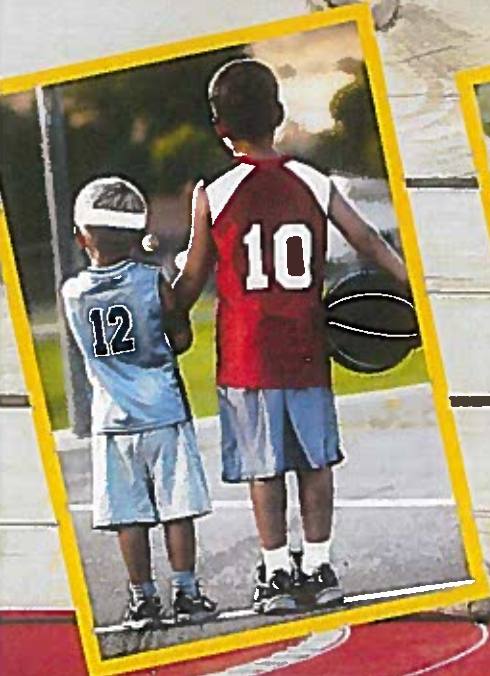
All of the above factors, and more, challenge Alberta to consider new community sport investment opportunities and programming options. **How can grassroots community sport transform itself in more dynamic and innovative ways to ensure that our citizens, and particularly children and youth, become physically literate and skilled in multiple sports? How can we enable local groups to expand access to active sport participation and engagement, so that people of all ages, cultures and abilities, rural and urban, experience positive and sustained health outcomes while learning life-enhancing values and behaviours?**

The 2020 Grassroutes Community Sport Innovation Challenge offers an opportunity for organizations/municipalities/school jurisdictions/others engaged in grassroots community sport across Alberta to invest in innovative ideas for getting more people more active in sport from early childhood to their most senior years. Makadiff Sports intends to showcase the many routes to community sport participation while propelling innovations that offer new and/or enhanced local sport delivery options and sport participation opportunities.

We challenge creative minds all across this province to put their best ideas forward. It's a golden opportunity for changemakers to make a difference through sports, kickstarting tangible improvements in how sport is delivered in their communities—and beyond.

SPECIAL NOTICE

- Focusing on critical matters
- Shift actions & mindsets
- Finding equilibrium
- Imagining bold new ideas
- Reversing the trends



MEETING URGENT NEEDS!



2020 Grassroutes Community Sport Innovation Challenge

Special Notice

Current societal conditions merit extraordinary responses and, as such, MAKADIFF Sports, for 2020, will support grant funding requests under its Grassroutes Community Sport Innovation Challenge (Challenge) program that speak expressly to emergent community sport operational support needs.

The MAKADIFF Sports Challenge program will accommodate emergent operational support grant requests by adding a new Challenge Program grant funding area of consideration for 2020 --- please refer to page 6 of the Challenge Program Parameters and note the following which will be a new assessment criteria added for 2020:

- *emergent need: we will give priority consideration to initiatives/requests that are targeted specifically to offset "critical" operational needs/requirements.*

To further clarify this new Challenge program direction for 2020, please note the attached "Emergent Need: General Funding Conditions".

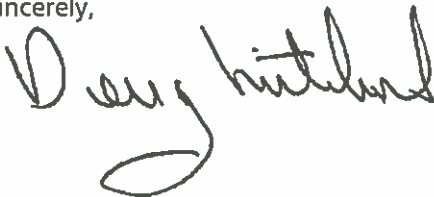
In keeping with the notion of wanting to "make a difference", the MAKADIFF Sports Board of Directors deemed it both timely and vital to adjust the Challenge Program Parameters for the coming year — to ensure that local non-profit agencies operating within the realm of community sport development and delivery have the opportunity to secure some financial offset for the pressing circumstances they are and will be facing in the weeks and months ahead.

We trust that this Challenge program adjustment will assist in some small way (given the limits of our available financial resources) to ease or remedy local community sport circumstances.

While adding this new grant funding area of consideration, MAKADIFF Sports will also look forward to receiving normal Challenge program grant submissions that are creative, innovative in nature - eg. that perhaps will identify new start-up initiatives directed at helping re-engage citizens in community sport activities leading up to and post-COVID-19. In this regard, the Challenge program will operate as it has in the past.

Finally, we truly want to extend our very best wishes to all who seek to improve the lives of Albertans through active sport and recreation, as we all endeavour to overcome these very trying and difficult times.

Sincerely,



Douglas H. Mitchell C.M., A.O.E., Q.C.
Chair
MAKADIFF Sports

EMERGENT NEED: GENERAL FUNDING CONDITIONS

WHO WILL WE FUND:

Any registered/incorporated non-profit organization delivering community sport and physical activity may apply for "emergent need" grant funding if it is experiencing financial hardship due to the impact of COVID-19 and related consequences.

These organizations include:

- Local sports clubs/organizations
- Voluntary and community sector organizations that deliver or enable community sport and/or physical activity, including organizations that are not solely or primarily sports organizations and have an important role to play in keeping people active.

WHAT WE WILL FUND:

Grant funding is intended to help non-profit community sport and physical activity organizations meet their obligations in particular fixed costs. This might cover expenditures on:

- rent
- utility costs
- insurance
- volunteer training
- other costs directly associated with COVID-19 adaptations/public safety measures
- program expenses (supplies, equipment)

INELIGIBLE USE OF FUNDS

Funding cannot be used for:

- personnel wages, salaries
- activities or costs which are already and normally covered by other government funding
- capital works
- travel and accommodations
- tax relief

HOW MUCH WILL WE FUND:

Grant awards under this "emergent need" funding area of consideration will be between \$1,000 and \$10,000. In exceptional circumstances, grant funding of more than \$10,000 will be considered.

WHO WE WILL NOT FUND:

The "emergent need" grant funding area of consideration is designed to help local non-profit grassroots sport and physical activity providers. This means we are not able under this **SPECIAL NOTICE — Emergent Need**, to fund the following:

- local government authorities, municipalities
- schools, colleges, universities
- commercial sport and physical activity agencies, individuals

Note: Given the enormity of the current crisis, MAKADIFF Sports will likely receive more grant submissions than we can possibly fund so we will direct grant funds to where they are apparently most needed. In this regard, with limited available funds, MAKADIFF Sports will endeavor to be very judicious in determining which grant submissions merit grant funding support.

OTHER:

For those contemplating the submission of a Challenge grant request consistent with the "emergent need" grant funding area of consideration, they should clearly and specifically identify that in their grant request submission. As part of any "emergent need" grant submission please make sure you provide responses to the following:

1. How would you describe your organization's reach - i.e. who do you serve?
2. Outline/describe the type of activities your organization has delivered in the past 12 months
3. Please describe the expected financial impact on your organization over the next 6-12 months
4. What would be the consequence if your organization is not successful in securing grant funding?

Normal grant submission procedures for the Grassroutes Community Sport Innovation Challenge program will continue to apply - namely, submit grant request with an online application along with a video pitch and/or written submission.

Please refer to the MAKADIFF Sports website www.makadiffsports.org See *Funding Initiatives* and the *Grassroutes Community Sport Innovation Challenge - Program Parameters and Terms and Conditions*.

PLEASE NOTE:

The Makadiff Sports Board of Directors has recently decided to extend the Challenge program grant submission deadline date from June 1, 2020 to

Friday, July 31, 2020 - 5:00pm MST.



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makadiffsports.org



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Innovation Challenge**

TERMS AND CONDITIONS

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THE CHALLENGE TERMS AND CONDITIONS

Challenge Parameters

1. This Grassroutes Community Sport Innovation Challenge (Challenge) is administered through Makadiff Sports with the following Terms and Conditions.
2. The Challenge opens on April 27, 2020, and all submissions must be received by Makadiff Sports by the closing date of June 1, 2020, at 5:00 p.m. Mountain Standard Time.
3. The Challenge will operate on the Makadiff Sports Challenge Webpage - www.makadiffsports.org
4. By participating in the Challenge, you agree to act in accordance with these Terms and Conditions.

Eligibility to Enter the Challenge

5. The Challenge is aimed primarily at engaging sport bodies, local municipalities, school jurisdictions, indigenous communities and agricultural societies in creating and delivering new and innovative local grassroots sport initiatives in Alberta.
6. Others may enter the Challenge by partnering with one of the above-named entities, which would act as the contracting party.

Stages of the Challenge

7. The Challenge involves these four stages:
 - a). Stage 1: Entry into the Challenge, including provision of an initial online written proposal and/or video submission.
 - b). Stage 2: Evaluation of proposals/submissions and selection of successful organizations/municipalities/others and notification of grant approvals.
 - c). Stage 3: Final reporting of project outcomes/results, through a video submission and a financial statement, to be evaluated by Makadiff Sports.
 - d). Stage 4: PRIZE BONUS awarded to the most outstanding project(s), with a selection of final video submissions posted on the Internet.

Stage 1: Entry into the Challenge

8. You may enter the Challenge any time between April 27, 2020 and the closing date of June 1, 2020 at 5:00 p.m. Mountain Standard Time. Late entries will not be accepted.
9. To participate in the Challenge you must:
 - a). Complete the online registration form on the Makadiff Sports Challenge webpage, providing your organization/municipality/other name, key contact name, email address, postal address, telephone number and other requested information.
 - b). Submit an online written proposal and/or upload a video submission (no longer than five minutes) to YouTube or Vimeo as directed on the Makadiff Sports website, using a password protected, private URL to ensure that the video can only be accessed by entering the correct URL directly into a web browser and is not available to the general public by running a search.
PLEASE NOTE: ALL video submissions **MUST** be provided only via YouTube or Vimeo. Failure to comply with this may result in disqualification from Challenge funding.
 - c). Agree to comply with these stated Terms and Conditions.
10. Makadiff Sports will not accept entries by post, facsimile, or any other method that does not involve completing the online registration form.
11. Online written proposals and/or video submissions that do not meet the requirements outlined in these Terms and Conditions will not be considered for shortlisting.
12. You (the applicant) agree to pay your own costs in relation to this Challenge, including (but not limited to):
 - a). Applying for the Challenge.
 - b). Developing videos for your initial submission and final video report submission.
 - c). Complying with these Terms and Conditions.
 - d). Attending to any other matter in relation to this Challenge.

Stage 2: Selection of Successful Submissions

13. All initial online written proposals and/or video submissions will be evaluated by Makadiff Sports starting the week of June 3, 2019.
14. A judging panel will evaluate the online written proposals and/or video submissions and recommend a shortlist of organizations/municipalities/others for participation in the Challenge.
15. The following criteria will be used to evaluate projects submitted to this Challenge:
 - a. **Innovation.** We are looking to kickstart smart ideas—initiatives that are clever, bold, timely and unique. Use your imagination and think outside the box.
 - b. **Transformative.** The proposals we seek will markedly alter the nature, function, form and condition of community sport development and citizens' participation in it.
 - c. **Local grassroots sport involvement.** We want to see you build capacity within your local sport community. Are you plugged in to that community? If not, can you find a partner that is?
 - d. **Engagement.** Your project should promise to engage significantly more people (especially children and youth) more often in being physically active in sport.
 - e. **Sustainability.** We will gravitate to projects that do not require substantial start-up staffing or related administrative costs.
 - f. **Equity.** We will be impressed by proposals that cater to everyone, including those less likely to participate. Will your project be fair, accessible and inclusive?
 - g. **Values based.** We are looking for initiatives that directly and earnestly promote the positive values of sport development, especially when involving our children and youth.
 - h. **Portability.** We are keen to invest in initiatives that promise to be portable, so that other neighbourhoods and communities can also benefit.
 - i. **Scalability.** Is your idea expandable, so it can be upscaled or transformed over time? We want ideas that have the potential to go from good to great.
 - j. **Capacity to complete.** We want to engage with those who truly have the capacity and capability of successfully completing their project within the established timelines and stated results.
 - k. **Financial investment.** Your stake in the project should include some level of financial and/or resourcing investment.
 - l. **Creative partners.** Who have you recruited to your project teams to bring an innovative, unique perspective? Social entrepreneurs? Corporate movers and shakers? Changemakers?
 - m. **Ready to Roll!** You must be able to implement your project within 12 months of receiving grant funding.
16. In evaluating the applications, Makadiff Sports may place any weighting on the assessment criteria as it sees fit.
17. Makadiff Sports will, in its sole discretion, select the successful applicants and determine the amount of any grant to be provided to those organizations/municipalities/others.
18. Makadiff Sports will announce the successful organizations/municipalities/others on the Challenge Webpage on or around the week of June 17, 2020.

Stage 3: Final Reporting of Project Outcomes and Finances

20. Successful organizations/municipalities/others must submit a final report by September 30, 2021 showcasing the project results/outcomes through a storytelling video. To the greatest degree possible, video reporting should identify specific project learnings and outcomes that connect to the Challenge's potential outcomes (listed in Program Parameters) as well as established evaluation/assessment criteria.
21. Successful organizations/municipalities/others are also responsible for preparation and online (PDF format) submission of a final financial statement detailing all project revenues and expenditures.

Stage 4: PRIZE BONUS Competition

22. Between October 1 and October 9, 2021, Makadiff Sports will evaluate all 2020 project results and outcomes.
23. The project(s) that is/are determined to have had the greatest overall impact (real and/or potential) will be awarded a PRIZE BONUS of up to \$50,000 to advance and enrich the project(s) and to assist with ongoing sustainability/expansion.
24. Project impact will be assessed by comparing a composite of project results to the potential Challenge outcomes (as listed in the Program Parameters) and the evaluation/assessment criteria.
25. On or near October 16, 2021, Makadiff Sports will announce the PRIZE BONUS winner(s) on its Challenge webpage.

26. Makadiff Sports is entitled to publish any videos created for the Challenge on the Makadiff Sports Challenge webpage and via any other media, including social media.

Makadiff Sports Decisions Final

27. Any decision by Makadiff Sports on any matter related to this Challenge is final and not subject to review. This includes a decision of Makadiff Sports to:
- Shortlisting an application.
 - Choosing an organization/municipality/other.
 - Determining the number of successful organizations/municipalities/others.
 - Determining the amount of any grant.
 - Determining the PRIZE BONUS winner(s) and the PRIZE BONUS amount.

Organization Responsibilities

28. You **MUST** use your Challenge grant toward implementing your specified and approved project.
29. You acknowledge and agree that Makadiff Sports is under no obligation to discuss or provide feedback to you in relation to an Application you have submitted.
30. You also acknowledge and accept that Makadiff Sports is not obligated to enter into any correspondence/communication with you unless your submission is shortlisted/selected for grant funding.

Right to Remove or Reject Organizations

31. Makadiff Sports reserves the right to remove or reject from the Challenge (including from the Challenge webpage) an organization/municipality/other that has entered the Challenge if:
- Makadiff Sports decides not to shortlist the organization's/municipality's/other's application following an assessment of the Application against the Evaluation Criteria.
 - The organization's/municipality's/other's submission is illegible, incomplete or fraudulent or does not comply with these Terms and Conditions.
 - The organization/municipality/other has breached these Terms and Conditions or Makadiff Sports suspects the organization/municipality/other has breached these Terms and Conditions.
 - Makadiff Sports receives a verifiable complaint about the organization/municipality/other from a third party in relation to a submission or any matter relating to this Challenge.
 - The organization/municipality/other has tampered with the operation of the Challenge or has engaged in a deception or other unfair practices.
 - The organization/municipality/other submitting the Application does anything that is contrary to prevailing community standards or is otherwise regarded by the public as unacceptable.

Intellectual Property

32. By participating in this Challenge you represent and warrant that:
- You read and accept and comply with You Tube or Vimeo Terms and Conditions before uploading your initial video pitch as well as your final report video if you are a successful organization/municipality/other.
NOTE: For purposes of keeping proposals confidential all videos should be private.
To learn how to set your privacy settings please visit:
YouTube: <https://support.google.com/youtube/answer/157177?hl=en>
Vimeo: <https://vimeo.com/help/faq/managing-your-videos/privacy-settings>
 - You have obtained all rights, licences and permissions necessary, in writing, from any person who may have helped create your final report video or any other video submission as part of this Challenge.
 - Your final report, video and any other submission (video or otherwise) to this Challenge complies with these Terms and Conditions (and any third party Terms and Conditions), and:
 - Is your original work.

- Does not contain any use of the names, likenesses, photographic, or other identifying elements, in whole or part, of any person, living or dead, without permission of the relevant person or their parent, or their legal guardian.
 - Does not include trademarks, logos or copyright protected material belonging to third parties unless you have permission from the owners to use the same in your video submission/final report.
33. Subject to clause 34, you will retain copyright and any other intellectual property rights of the proposal submission and any required final video reporting.
34. By participating in the Challenge, you accept and agree to waive any moral rights you may have in relation to any application you submit, and you agree that Makadiff Sports may use any names, photographs or video footage featured in the application and final reporting in its publicity materials without any obligation for Makadiff Sports to provide acknowledgement, payment or other compensation to you. This includes making those names and photographs available on Makadiff Sports' website, the Challenge webpage and other advertising and promotional materials.

Modification, Cancellation or Suspension of this Challenge

35. Makadiff Sports reserves the right at any time and in its sole discretion, to:
- a. Alter the structure and/or timing of the Challenge.
 - b. Vary or extend any time or date in these Terms and Conditions.
 - c. Require additional information or clarification from any organization/municipality/other submitting an application, project status updating or in final reporting.
 - d. Modify, cancel, terminate or suspend this Challenge in whole or in part.
36. Makadiff Sports will not be liable for any costs or expenses incurred by you or any other person as a result of exercising any of the rights outlined in clause 35.
37. Makadiff Sports may, at its sole discretion, add further stages to the Challenge as it deems reasonably necessary to resolve any problems arising as a result of any entrant tampering with the operation of the Challenge or any other practice.
38. If Makadiff Sports exercises any of its rights outlined in clauses 35 and 37, Makadiff Sports will provide notification to participants on the Challenge website.

Disclaimer

39. Makadiff Sports is not responsible for and disclaims all liability for any condition, circumstances, losses, failures or delays caused by events beyond its control.
40. Makadiff Sports and its officers and agents assume no responsibility for any damage, loss, costs, expenses (including special, indirect or consequential losses, or loss of profits) arising out of, or in connection with, this Challenge and its application, delivery and reporting procedures.
41. Makadiff Sports and its officers and agents assume no responsibility for any loss, liability or injury arising out of, or in connection with this Challenge, and its application, delivery and reporting procedures including, without limitation:
- a. Any breach of these Terms and Conditions or the Terms and Conditions on the Makadiff Sports website.
 - b. Any breach by you of any Terms and Conditions of You Tube, Vimeo or any other related organization/agency.
 - c. Any warranty given by you under these Terms and Conditions being incorrect or misleading in any way.
 - d. Any breach of confidentiality or breach of privacy by you.
 - e. Any infringement of a third party's intellectual property rights.
 - f. Any defamatory statement.
 - g. Any unlawful activity.
 - h. Any breach of these Terms and Conditions.
 - i. Any negligent act or failure to act by you.
 - j. Anything else causing loss, liability or injury.
42. By participating in this Challenge, you voluntarily and knowingly release, discharge and relinquish any and all claims, actions and lawsuits of any kind against Makadiff Sports and its officers and agents and agree that no claim relative to any loss or injury arising as a result of any of the above shall be made against Makadiff Sports.

Governing Law

42. These Terms and Conditions are governed by, and are to be construed in accordance with, the laws applicable in Alberta. You irrevocably and unconditionally submit to the non-exclusive jurisdiction of the courts of Alberta and waive any right or object to any proceedings being brought in these courts.



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