

COMMUNITY ACTION GRANT
FULL APPLICATION GUIDELINES
2020-2021

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Grant Guidelines

MLSE Foundation is an organization built on the belief that sport has the power to change the world. With the support of Toronto Argos, Toronto Maple Leafs, Toronto Raptors and Toronto FC, we invest in programs, organizations and communities to empower the next generation to use sport to recognize and reach their potential. Since launching in December 2009, MLSE Foundation has invested more than \$35 million into Ontario communities. We fight to provide equitable access to sport and opportunity on the playing field that leads to success and opportunity off the playing field. We know that by changing the game, we can change the future.

Community Action Grant funding provides up to \$50,000 to Ontario-based organizations that are using sport and recreation to advance outcomes in physical health, mental health, academic achievement, and work readiness to support youth in their communities.

JANUARY 21, 2021	MARCH 19, 2021	APRIL 12, 2021	MAY 7TH, 2021.	JUNE 30TH, 2021.
EOI Portal Opens	EOI Portal Closes	Short List Notified Short listed	Full Application Due	Final Decisions
Proposals must be submitted by no later than 5:00pm ET on March 19th, 2021	The Selection Circle will review and rank initial Organizations based on the quality of response to posed questions found in the Expression of Interest submission.	Organizations will receive an invitation to submit a more detailed Full Application with completed Proposals due May 5th, 2021. Unsuccessful EOI will be offered the opportunity for feedback after April 12th, 2021.	The Selection Circle will review, and rank Proposals based on the quality of response to posed questions found in the Full Application.	Organizations will be informed about final decisions. Unsuccessful proposals (Full Applications) will be contacted after June 30, 2021 and offered the opportunity for feedback

DETERMINING ELIGIBILITY

MLSE Foundation's Grant Staff review applications administratively to ensure the correct contact and donor information, and that applications meet the below eligibility criteria.

WHO WE FUND

- Governed by the Income Tax Act, MLSE Foundation is only able to grant funds to organizations that are classified as a [Qualified Donee](#) by the Canadian Revenue Agency as follows:
 - a registered charity
 - a registered Ontario amateur athletic association
 - a registered housing corporation in Ontario
 - a registered Ontario municipality
 - Metis, Inuit or First Nation community/Band
 - Organizations that do NOT have Qualified Donee status are still eligible to apply in partnership with a Trustee Organization who has Qualified Donee Status.
- Organizations based and performing services in Ontario

WHAT WE FUND

- Project Proposals that align with one of the four (4) areas of impact: Healthy Body, Healthy Mind, Ready For School, Ready for Work. **See Glossary and below guidelines for more information.*
- Project Proposals that integrate both sport and intentional life-skills learning into their program plans.

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- Project Proposals that serve youth aged 6-29 who face barriers. MLSE Foundation prioritizes the following demographics:
 - Black youth
 - First Nations, Inuit and Metis youth
 - Newcomers/Refugee youth
 - Girl-identified youth (in the case of gender-specific programming)
 - LGBTQ2IA+ Identified youth
 - Youth who face socio-economic barriers
 - Youth who identify as having a disability- intellectual or physical
- Pilot programs with innovative or unique approaches
- Established programs with demonstratable impact
- Administrative fees or program overhead up to 20% of the grant funds requested
- Program staff salary, training, and capacity development
- Research and evaluation costs

WHAT WE DO NOT FUND

- Organizations that are not designated by the Canada Revenue Agency as being a Qualified Donee OR do not have a Trustee organization who has given written consent
- Organizations looking for assistance with endowments or capital campaigns
- Sports teams (both professional and amateur) requesting sponsorship support
- Individuals
- Organizations based outside of Ontario, or programs and projects based outside of Ontario
- Projects that do not have a sport and capacity building component
- Projects that do not serve youth (Ages 6-29)
- Projects that support any political party, politically affiliated group, or have active religious components as part of the programming activities. (Proposals run by religious organizations are acceptable, provided that religious material is not part of the curriculum or activities of the program)

HOW WE MEASURE SUCCESS

Successful organizations will be asked to participate in a pilot roll out of our proprietary evaluation software, MLSE Scoreboard. Participation in this pilot program will include in-kind measurement/evaluation coaching, in-kind tablets, a personalized platform to measure your programs with relevant metrics for your organization, as well as a free license for the length of your grant funding.

Learn more about MLSE Scoreboard [here](#)

CREATING AN ORGANIZATION PROFILE

Once you confirm your organization is eligible, follow the prompts to create an Organization Profile, in the [Online Portal](#). If you have applied for a Community Action Grant in the past, your login information should be unchanged and you can skip directly to the Expression of Interest.

QUESTION	ADVICE
Organization Name	What is the name listed on your Charitable Registration Number?
Has your organizations received funding from MLSE Foundation in the past?	Yes - List the year(s) and amount(s) received.
Primary Contact First Name and Last Name	Who should we be communicating with on a day-to-day basis?
Primary Contact Email	What is the best email to reach you at? Should not be an info@organization.com email.
Primary Contact Phone Number	What is the best phone number to reach you at?
How many additional contacts would you like to add?	Are there additional contacts you can add to ensure we can reach your organization in event of a staff change? You can add up to five (5) additional contacts.
How many locations does your program operate out of?	Do you have more than one site? Is it different than your head office?
Provide full address of Organization headquarters – all mail will be sent here	Your Location 1 address should be your primary mailing address and/or your head office location. Provide the address of each of your location sites.
How many logos would you like to upload?	Please upload your primary logo, along with any other versions (single colour) you wish to have on record.
Social Media Handle: Facebook	Do you have a Facebook Page? Please put N/A if you do not utilize this platform
Social Media Handle: Twitter	Do you have a Twitter account? Please put N/A if you do not utilize this platform.
Social Media Handle: Instagram	Do you have an Instagram handle? Please put N/A if you do not utilize this platform.
Charitable Registration Number	Please include your Charitable Registration Number, or the number of your Trustee with your partnership letter attached. If you do not have a Charitable Registration Number or a Trustee, please contact foundationgrants@mlse.com to learn more about how to become eligible for a Community Action Grant.
<i>I confirm that I have permission to submit the application under named Trustee</i>	Let us know that you and your Trustee have had a conversation about your partnership, and they agree to support you through this grant.
Vision of your Organization	Tell us about your values as an organization.
Mission of your Organization	What is your goal? What are you trying to achieve in your programs?
History of your Organization	How long has your organization been in existence? Any awards or accolades? Any overall metrics you can share?
Brief Description of Additional Program(s) Offered at Your Organization if Applicable	Do you run any additional programs? Tell us about them.

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Does your organization identify as a B3 or Indigenous organization?	See glossary for definitions of B3 and Indigenous organizations
What is the demographic of the youth in your programs?	We recognize that intersectionality exists but select the demographics that is most closely related to the youth in your program. If there are other barriers not listed, please include them in the text box.
Is there a fee for service?	How much? Briefly explain why you have a fee and if there are measures to remove it for children/youth who cannot afford it.
Operating Budget of the Organization	What is your yearly budget to operate ALL your programs and services? If you have a Trustee, this should still be YOUR Organization's budget NOT the Trustee's budget.
I consent to having all future opportunities that become available for our organization be sent to our contacts listed (Ex. workshops, events, other grants etc.)	We want to send you updates on opportunities that might interest you and your staff. Please agree to receiving those updates.

COMPLETING YOUR EXPRESSION OF INTEREST

Once your Organization Profile is accepted (1-2 days), complete the short Expression of Interest questions that will become available in your [online portal](#). Use the below guide and accompanying rubric to help you complete your application. Remember that the following are available to support your application:

- [Watch](#) our a virtual grant writing workshop
- [Schedule](#) a support call with an MLSE Foundation staff to review your proposal idea and answer any questions

Charitable Registration Number	Please include your Charitable Registration Number, or the number of your Trustee with your partnership letter attached. If you do not have a Charitable Registration Number, please contact foundationgrants@mlse.com to learn more about how to become eligible for a Community Action Grant.
Name of Organization	Name of the Organization that your program runs within
Program Name	Name of the Program that you are applying for funding for
Grant amount you are applying for:	<ul style="list-style-type: none"> • \$20,000 • \$30,000 • \$40,000 • \$50,000 <p>Apply for what you need. There is no preference given to the amount requested. You need to be able to use awarded funds within three (3) years.</p>
Total budget of the program in numerical value	How much does it cost to run this program annually? For example: If your program runs 3 sessions a year, what is the total cost for all 3 sessions? It can be more than the grant amount you are applying for. It can also be less, if the funds you are requesting are to scale your program to additional participants and you can demonstrate you have secured funding for your original locations/sessions. If your program budget exceeds the requested grant amount, how do you intend to cover the additional costs?
Over how many years will you use this funding?	Let us know the # of years it will take to use the funding requested. Priority will not be given based on length of program.

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	I.e. An organization applies for \$50,000 to be utilized over a total of 2 years
<i>If the program budget exceeds the amount requested, how do you intend to cover the additional costs?</i>	Have you already secured the gap? Do you have a donor who will match dollars? Are you actively fundraising to fill the gap?
<i>What is the main sport or recreational activity of your program?</i>	See glossary for definitions
<i>Description of the program requesting funding – Outline the sport/recreation & life skill components</i>	Tell us about your program and how it works. What is unique about it? What are the outcomes of the program? Have you seen results in your program? <i>See glossary for definition of “life skills”.</i>
<i>Choose 1 of the following Impact Areas highlighted in the Expression of Interest</i>	<p>What category does your Proposal focus on?</p> <p>Healthy Body</p> <ul style="list-style-type: none"> • We know that children and youth need to understand the basics of movement and activity to be happy and healthy. We focus on increasing physical literacy and levels of physical activity while ensuring youth have a high-quality sport experience within their own communities. • For example: A program that utilizes rugby to engage youth, while also having weekly workshops on physical health (nutrition, healthy choices etc.) would be a fitting example of this Impact Area. • Outcome Measures: Increased physical literacy and physical activity levels. Increased positive healthy behaviors such as: eating, sleeping. Increased sense of belonging. <p>Healthy Mind</p> <ul style="list-style-type: none"> • Physical activity has a positive effect on young people’s brains, improving mental health and making it easier to think and learn. In addition to getting kids moving, we focus on programming that provides safe physical and psychological spaces and opportunities to belong and foster peer and role model relationships. • For Example: A program that utilizes yoga programming to engage youth struggling with mental health issues, or engaging youth in conversations around mental health, coping strategies and resources would be fitting for this Impact Area. • Outcome Measures: Increased physical activity levels. Increased sense of belonging. Increased social capital. <p>Ready For School</p> <ul style="list-style-type: none"> • When children and youth have the support and skills they need to stay engaged academically, they have more opportunities for future success. We focus on providing opportunities to integrate sport and academics. • For Example: A program that utilizes soccer to engage youth in S.T.E.M. curriculum would be fitting for this Impact Area.

	<ul style="list-style-type: none"> • Outcome Measures: Increased physical activity levels. Increased academic engagement (subject matter knowledge, attendance, attitude towards school). Increased sense of belonging. Increased social capital. <p>Ready For Work</p> <ul style="list-style-type: none"> • Sport and physical activity are powerful tools to teach the skills required to gain meaningful employment. We focus on providing opportunities for job-readiness through training that combines classroom and sport learning, to help youth gain both the hard and soft skills necessary for employment. • For Example: A program that utilizes basketball to teach leadership skills, that also provides workshops on resume building and career exploration would be fitting for this Impact Area. • Outcome Measures: Increased physical activity levels. Increased leadership skills. Increased job readiness. <p>There may be some overlap between categories, or your Proposal might address more than one area. Choose the category that best aligns with your program outcomes. If you are unsure, you can ask for guidance from MLSE Foundation Grant Staff at foundationgrants@mlse.com.</p>
<p><i>Tell us how your program described above aligns with the Impact Area chosen to highlight in your Expression of Interest</i></p>	<p>How does your program address your chosen Impact Area? Give us specific examples and provide metrics, if applicable.</p>
<p><i>What makes your program innovative for the Sport for Development sector? What approaches to sport delivery are you taking that are innovative?</i></p>	<p>What unique approaches to Sport for Development does your program utilize? What gaps are you filling in the sector? See glossary for definition of “innovative”.</p>
<p><i>Who is the primary beneficiary of your program? (Choose ONE that most directly relates to the youth in your program):</i></p>	<p>Understanding that there can be multiple demographics served by your program, select the option that best represents the majority of youth in your program.</p>
<p><i>Tell us about the barriers your youth face in accessing quality recreational opportunities?</i></p>	<p>We know that there are factors that prevent youth from succeeding that are outside of their control. Help us understand what those barriers might be for the youth in your program. (e.g. Socioeconomic status, racism, education, language, accessibility etc.)</p>
<p><i>How many unique individuals (youth) will your program serve?</i></p>	<p>If you have the same youth attend program 3 times a week they only count as one unique individual. Tell us how many unique individual children or youth, attend your program per timeline provided. There is no preference given based on # of unique individuals.</p>
<p><i>Tell us about the impact this program will make in the lives of the youth you serve</i></p>	<p>What need areas do you address? Have you seen results? Provide metrics, where possible.</p>
<p><i>Tell us about the impact this program will make in the community at large (locally, family members, volunteers etc.)</i></p>	<p>How does your program impact your local community(s)?</p>

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<i>I have read and accept the Grant Guidelines for the MLSE Foundation Community Action Grant.</i>	Confirm you have read these Guidelines.
<i>To the best of my knowledge, I have provided accurate information in this application.</i>	The information you provide in this application is truthful, to the best of your knowledge.
<i>I understand that my application will not be accepted if it is submitted after the due date.</i>	The due date for the Expression of Interest submission is 5:00pm ET on March 19th, 2021. No Expressions of Interest will be accepted after the deadline.
<i>By typing your name below, this will act as your electronic signature:</i>	The person agreeing to this application should have signing authority and the ability to bind the Organization. It does not necessarily have to be the main contact on your Organization's profile.

EVALUATING EXPRESSIONS OF INTEREST

HOW WE EVALUATE PROPOSALS

The content and alignment of Expressions of Interest are reviewed by a diverse volunteer Selection Circle committee, who score the proposal independently, according to set the evaluation criteria outlined in the following rubric.

Projects are ranked based on the average score of the rubric across all evaluators. Top Project Proposals are shortlisted and invited to submit a Full Application. Unsuccessful applications have the opportunity to receive feedback on their proposal by scheduling a call with an MLSE Foundation Grant Administrator.

IF YOUR EXPRESSION OF INTEREST IS SHORTLISTED, YOU WILL BE CONTACTED BY A MEMBER OF OUR TEAM TO COMPLETE A FULL APPLICATION.

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EXPRESSION OF INTEREST EVALUATION RUBRIC

CRITERIA	QUESTIONS TO CONSIDER	0-POINT	1-POINT	2-POINT	3-POINT
MLSE Foundation has granted to this organization in the past	<ul style="list-style-type: none"> Has MLSE Foundation provided funding in the past? 	Yes	N/A	No	N/A
The program/organization primarily serves MLSE Foundation's priority demographics	<ul style="list-style-type: none"> What primary demographic does your program serve? 	No/Weak Alignment	Some Alignment	N/A	Very Strong Alignment
To what extent does the project align with MLSE Foundation's outcome areas?	<ul style="list-style-type: none"> Description of the program requesting funding - Outline the sport/recreation and life-skills components Tell us how your program described above aligns with the Impact Area chosen to highlight in your Expression of Interest 	No/Weak Alignment	Some Alignment	Strong Alignment	Very Strong Alignment
To what extent does the program demonstrate *intentional life-skills development? <i>*see glossary for definition</i>	<ul style="list-style-type: none"> Description of the program requesting funding - Outline the sport/recreation and life-skills components Tell us how your program described above aligns with the Impact Area chosen to highlight in your Expression of Interest with respect to life skills 	No/Weak Alignment	Some Alignment	Strong Alignment	Very Strong Alignment
To what extent does the program demonstrate *quality sport delivery? <i>*see glossary for definition</i>	<ul style="list-style-type: none"> Description of the program requesting funding - Outline the sport/recreation and life-skills components 	No/Weak Alignment	Some Alignment	Strong Alignment	Very Strong Alignment
To what extent will this program positively impact the community?	<ul style="list-style-type: none"> How many unique individuals (youth) will your program serve? Describe the impact this program will make in your community Speak to both the demographic you serve, and the community impacted by your program (i.e. family members, youth mentors, community members, volunteers) 	No/Weak Alignment	Some Alignment	Strong Alignment	Very Strong Alignment
To what extent does the grant amount requested align with the proposed outcomes and # of youth served?	<ul style="list-style-type: none"> Does the budget match the program activities and # of youth served? 	No/Weak Alignment	Some Alignment	Strong Alignment	Very Strong Alignment
To what extent is the program, approach and/or delivery *innovative for the Sport for Development sector? <i>*see glossary for definition</i>	<ul style="list-style-type: none"> What makes your program innovative for the Sport for Development sector? What approaches to sport delivery are you taking that are innovative? 	No/Weak Alignment	Some Alignment	Strong Alignment	Very Strong Alignment
Overall, this program should move on to the Full Application phase		No	Maybe/Some what	Yes	Strong Yes
TOTAL POSSIBLE SCORE		/26			

COMPLETING YOUR FULL APPLICATION

If your proposal is shortlisted, the Full Application questions will become available in your [online portal](#). Use the below guide and accompanying rubric to help you complete the Full Application. Remember that you can [Schedule](#) a support call with an MLSE Foundation staff to receive feedback on your EOI and answer any questions you have regarding the Full Application.

What date will the program commence?	We understand that due to COVID-19 restrictions, dates may change. Tell us the projected start date for your program.
What date will your program complete utilizing the full amount of the grant?	Organizations have up to 3 years to utilize the entire funds. I.e. you are granted funds for the 2020/2021 CAG you must use the entire grant amount by June 30 th 2024.
Grant amount you are applying for:	<ul style="list-style-type: none"> • \$20,000 • \$30,000 • \$40,000 • \$50,000 <p>Apply for what you need. There is no preference given to the amount requested. You need to be able to use awarded funds within three (3) years.</p>
Program Name	Name of the Program that you are applying for funding for
Program Sport or Recreation Focus	i.e. football, soccer, multi-sport, land-based activities, etc.
What is the main demographic of the youth you will be serving through this program?	<p>Understanding that there can be multiple demographics served by your program, select the option that best represents the majority of youth in your program.</p> <ul style="list-style-type: none"> • Persons of Colour • Black • Indigenous, Metis, or Inuit • New to Canada (immigrated in last 7 years) • Women and girls • 2SLGBTQIA • Physical and/or Intellectual accessibility • Other
Choose 1 of the following Impact Areas highlighted in proposal	<p>What category does your Proposal focus on?</p> <ul style="list-style-type: none"> • Healthy Body • Healthy Mind • Ready For School • Ready For Work
Program Location: In what City does the program run?	If your program runs out of multiple cities and/or neighbourhoods, please list all locations that apply to this grant funding in this section including: Street #, Street Name, City, Province, Postal Code
You described your program in the EOI. Is there anything missing from that explanation that you think we should know?	Use this section to describe any additional information our reviewers should know about your program.
This grant seeks to provide access to quality sport programs for youth who face barriers. How does your program align with the concept of 'quality sport'?	We categorize quality sport experiences as those that lay the foundation for building physically, mentally, and emotionally healthy youth who are active for life. Beyond simple skill performance, quality sport focuses on the overall development of the youth and incorporates learnings from industry standards such as: Long-term athlete development model,

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	fundamental movement skills, culturally relevant and responsive programming etc. Describe how your program aligns with this description.
<i>Is this a pilot program?</i>	If yes, identify what makes this program unique from other similar programs.
<i>Are there any fees to participate in your program?</i>	Choose all that apply: <ul style="list-style-type: none"> • Registration fees • Uniforms • Equipment or other materials • Transportation to/from program • Other • None
<i>Do you intend to use these grant funds to subsidize the cost for participants?</i>	We aim to support programs that remove barriers to participation. If you do charge fees, how can youth access your program at a subsidized rate or for free?
<i>What age are the youth that participate in your program?</i>	We can only fund programs that serve youth aged 6-29. Please be very clear what age or age ranges the youth in your program will be.
<i>What is the length of one program cycle?</i>	A program cycle is the length of time from start to finish. No preference will be given for the length of program cycle.
<i>How many program cycles run in one year?</i>	No preference will be given based on number of program cycles.
<i>How many hours are offered in one program cycle?</i>	Total # of hours for one program cycle
<i>How many unique individuals (youth) will be served by your program?</i>	Example of a 'unique individual' - If you have the same individual attend program 3 times a week they would only count as one unique individual.
<i>Please attach the program schedule to outline the amount of days and hours the program will run, if available</i>	We understand that COVID-19 restrictions are a part of the planning phase and subject to change. With this in mind, please upload a program schedule to the best of your ability.
<i>Does your program currently use an evaluation framework to measure success?</i>	Tell us how you plan to measure and evaluate the program's success? If you do not have measurement framework in place currently, what support would you require?
<i>If yes, which methods do you use? (Check all that apply)</i>	Choose all that apply: <ul style="list-style-type: none"> • Counts and process numbers of youth served (i.e. registration, attendance, program hours) • Capacity building opportunities offered (i.e. number of coaches/staff trained) • Surveys or questionnaires • Interviews or focus groups • Observational tool • Anecdotal evidence (data collected in informal or casual ways - Example: personal testimony)
<i>Does the proposed program engage other residents in the community (parents, guardians, etc.)? If so, explain.</i>	Beyond the individual youth impact, tell us about the broader impact your program will have on the community at large? <i>Examples of this could be volunteer opportunities, knowledge sharing, partnerships with other community organizations, etc.</i>
<i>Is your organization interested in participating in our Scoreboard pilot?</i>	Successful organizations will be asked to participate in a pilot roll out of our proprietary evaluation software, MLSE Scoreboard. Participation in this pilot program will include in-kind measurement/evaluation coaching, in-kind tablets, a personalized platform to

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	measure your programs with relevant metrics for your organization, as well as a free license for the length of your grant funding.
Total budget of the program in numerical value	The total budget for your proposed program. This can exceed the amount of your grant request.
Please upload a detailed budget of how these grant funds will be used.	We want to see where the grant dollars will be allocated. This budget would detail how you intend to spend the grant dollars you are requesting. The number should match the grant amount you are requesting. E.g. Detailed budget for \$50,000
If the program costs exceed the grant amount requested, please explain how your organization will cover the gap in funding.	Outline your plan for securing additional funding here
How does your organization ensure sustainability of its programs?	We aim to fund programs that are sustainable or have demonstrated a plan to continue beyond our grant funding. Outline the larger impacts of your program and what is the plan to continue programming outside of this funding. <i>i.e. does a portion of this funding support staff training? Are there mentorship opportunities to ensure youth participation in the future? If appropriate, have you engaged families/community members in your programs?</i>
I have read and understand the following:	<ul style="list-style-type: none"> <input type="checkbox"/> <i>I have read and accept the Grant Guidelines for the MLSE Foundation Community Action Grant.</i> <input type="checkbox"/> <i>I have provided accurate information in this application.</i> <input type="checkbox"/> <i>I understand that my application will not be accepted if it is submitted after the due date.</i> <p>The due date for the Full Application submission is 5:00pm ET on May 7th 2021.</p>
By typing your name below, this will act as your electronic signature:	The person agreeing to this application should have signing authority and the ability to bind the Organization. It does not necessarily have to be the main contact on your Organization's profile.

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FULL APPLICATION RUBRIC

CRITERIA	QUESTIONS TO CONSIDER	0-POINT	1-POINT	2-POINT	3-POINT
MLSE Foundation has granted to this organization in the past	<ul style="list-style-type: none"> Has MLSE Foundation provided funding in the past to this organization and/or this program? 	Yes	N/A	No	N/A
The description of the program provided is clear and well organized	<ul style="list-style-type: none"> Have you described your program in clear detail? Have you included all information our reviewers should know about your program? 	No	Maybe/Somewhat	Yes	Strong Yes
The program addresses both physical skill building and life-skill building	<ul style="list-style-type: none"> Does your program incorporate both physical and life-skills components? 	No	Maybe/Somewhat	Yes	Strong Yes
The application provides clear evidence of need	<ul style="list-style-type: none"> Have you provided supporting evidence to demonstrate the need for your programming? <i>i.e. providing data, community feedback, evidence of previous program success</i> 	No	Maybe/Somewhat	Yes	Strong Yes
The application describes the impact of this program clearly	<ul style="list-style-type: none"> Have you demonstrated clearly the impact your program will have on youth and in your community? Have you listed and described your program outputs and outcomes clearly? 	No	Maybe/Somewhat	Yes	Strong Yes
The impact outlined is of high need in this community	<ul style="list-style-type: none"> Speak to both the demographic you serve, and the community impacted by your program (i.e. family members, youth mentors, community members, volunteers) 	No	Maybe/Somewhat	Yes	Strong Yes
Youth face barriers to participation, programs and services. This application is clear about who their target demographic is and why this program is important in serving them	<ul style="list-style-type: none"> Does your program describe your target demographic(s) in clear detail? Have you explained clearly how your program will intentionally address barriers faced by the youth you've identified in your proposal? 	No	Maybe/Somewhat	Yes	Strong Yes
The application demonstrates it has the organizational capacity to execute the proposed program	<ul style="list-style-type: none"> Have you shown the ability to follow through with this program as proposed? <i>i.e. do you have coaches, program staff, mentors, volunteers that can execute this programming?</i> 	No	Maybe/Somewhat	Yes	Strong Yes
The application demonstrates opportunities for wider community impact	<ul style="list-style-type: none"> Have you described adequately the impact your program will have more broadly on the surrounding community? <i>i.e. Parent involvement, volunteers, special events etc.</i> 	No	Maybe/Somewhat	Yes	Strong Yes

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The number of days and hours the program runs is satisfactory in relation to the grant dollars requested.	<ul style="list-style-type: none"> ▪ Does your program structure seem reasonable for the outcomes you are hoping to achieve? ▪ <i>Consider the outputs: does the # of youth served and # of days reflect budget costs?</i> 	No	Maybe/Somewhat	Yes	Strong Yes
This application demonstrates the program removes financial barriers to participation through no cost, low cost, or heavily subsidized programs	<ul style="list-style-type: none"> ▪ Has your program eliminated costs to participate? ▪ If your program charges a fee, is it accessible and have you clearly explained the reasoning behind it? 	No	Maybe/Somewhat	Yes	Strong Yes
The outcome areas listed can be realistically addressed by this grant	<ul style="list-style-type: none"> ▪ Are the identified outcomes realistic and is achieving them through this grant funding feasible? ▪ <i>For example: a program that wants to increase math scores through basketball for an entire school but only serves 20 kids would not be considered realistic</i> 	No	Maybe/Somewhat	Yes	Strong Yes
There is a projected long-term impact of this project beyond the years of the grant	<ul style="list-style-type: none"> ▪ Is there a long-term sustainability plan? 	No	Maybe/Somewhat	Yes	Strong Yes
The overall proposed budget is clearly outlined and reasonable in nature	<ul style="list-style-type: none"> ▪ Does the budget match the program activities and # of youth served? ▪ Is there a clear breakdown of where the grant dollars will be spent? 	No	Maybe/Somewhat	Yes	Strong Yes
The grant proposal was well thought out, concise and easy to understand.	<ul style="list-style-type: none"> ▪ Overall, does this application make sense? 	No	Maybe/Somewhat	Yes	Strong Yes
This application demonstrates a new approach to addressing a challenging social issue through sport or recreation	<ul style="list-style-type: none"> ▪ Does your program propose a unique intervention to a social issue through physical activity? 	No	Maybe/Somewhat	Yes	Strong Yes
TOTAL POSSIBLE SCORE		/50			

GLOSSARY OF TERMS

This glossary has been provided to aid in your application. This is not an exhaustive list. If you have questions about any terms or concepts within this application, we would love to talk to you. [Schedule a call](#) with a grant administrator.

Black-Focused Organization	Delivers culturally responsive programming/services, organizational leadership includes leaders that identify as Black, and regularly collaborates with Black-lead organizations
Black-Led Organization	Mandate to serve Black community, identity at the centre of services/programs, with Black leadership at all levels (i.e. staff, executive, governance)
Black-Serving Organization	Supports causes that impact Black communities, responds to communities’ unique cultural identities, history and needs, and has Black beneficiaries (i.e. Services users)
Healthy Body	This impact area focuses on increasing physical literacy and levels of physical activity while ensuring youth have a high-quality sport experience within their own communities. If you fall into this category, your program likely looks to increase healthy behaviours in youth.
Healthy Mind	This impact area focuses on the positive effect sport has on young people’s brains, improving mental health and making it easier to think and learn. Programs in this Impact Area would focus on programming that provides safe physical and psychological spaces, combined with opportunities to belong and foster peer and role model relationships.
Indigenous-Led Organization	An organization who identifies as First Nation, Metis, or Inuit led and whose primary beneficiaries also identify as Indigenous.
Indigenous-Serving Organization	An organization that responds to the unique cultural needs of Indigenous communities and whose primary beneficiaries identify as First, Metis and/or Inuit.
Innovation/Innovative	Introducing new ideas; original and creative in thinking, that advance your outcomes, or pilot new ways of doing things. Programming that moves beyond the normal and expected methodologies.
Intentional	Done on purpose; deliberate. We see strength in programs that use sport to intentionally teach life-skills. While we recognize that sport has inherent benefits, we know that behaviour change takes deliberate practice. We want to see programs that deliberately incorporate teaching life-skills on and off the court.
Life-Skills	Soft-skills that equip youth to thrive in the community, classroom, workforce, and the world beyond. Includes things like critical thinking, grit, leadership, resilience, self-esteem, self-regulation, social competence etc.
Outcome(S) Evaluation	An assessment of how effective the program is at producing change. Outcome evaluations (or impact evaluations) focus on the questions that ask what happened to program participants and how much of a difference the program made for them. Basically, did your program work? Did you achieve your program goals and see behavior change?

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<p>Qualified Donee</p>	<p>Under the Income Tax Act, qualified donees are organizations that can issue official donation receipts for gifts they receive from individuals and corporations. Registered charities can also make gifts to them. Qualified donees are as follows:</p> <ul style="list-style-type: none"> • a registered charity • a registered Canadian amateur athletic association • a registered housing corporation resident in Canada constituted exclusively to provide low-cost housing for the aged • a registered Canadian municipality • a registered municipal or public body performing a function of government in Canada
<p>Quality Sport Delivery</p>	<p>Quality sport experiences lay the foundation for building physically, mentally, and emotionally healthy youth who are active for life. Beyond simple skill performance, quality sport focuses on the overall development of the youth. It incorporates learnings from industry standards such as: Long-term athlete development model, fundamental movement skills, culturally relevant and responsive programming etc.</p>
<p>Ready For School</p>	<p>This impact area focuses on the support and skills youth need to stay engaged academically and have more opportunities for future success. Programs in this Impact Area would focus on providing opportunities to integrate sport and academics to increase long-term school success.</p>
<p>Ready For Work</p>	<p>This impact area focuses on using sport as a mechanism to teach the life- skills required to gain meaningful employment. Programs in this impact area would focus on providing opportunities for job-readiness through training that combines classroom and sport learning, to help youth gain both the hard and soft skills necessary for employment.</p>
<p>Recreation</p>	<p>We take a very broad view of recreation and sport. As long as the activity proposed has a physical health benefit- raised heart rate, sweating, strength building etc., we would consider it a part of recreation/sport. If your proposal falls outside of traditional sport and recreation, feel free to schedule a call with a grant administrator. We are open to answer any questions.</p>
<p>Sport For Development</p>	<p>Sport for development (S4D) refers to the intentional use of sport, or any a form of physical activity, to provide youth with the opportunity to develop life-skills, that ultimately lead to positive behaviour change.</p>

LEGAL AGREEMENTS

To submit a Project ("Project") Proposal ("Proposal") to MLSE Foundation for consideration in the Grant Program, each organization (also referred to as a 'participant') must meet the following eligibility requirements:

- Your organization must be a registered charity as designated by the Canada Revenue Agency or have a Trustee that is a registered charity, as designated by the Canadian Revenue Agency.
- If you have a Trustee, be prepared to provide an agreement letter stating your partnership. The Trustee is legally responsible for the grant application and the project executed by your organization.
- The person submitting the Project Proposal must be an employee, or designate, of the registered charitable organization associated with the Project Proposal.
- The charitable organization associated with the Project Proposal must be located in Ontario and must serve children and youth in Ontario.
- The person submitting the Project Proposal must be a permanent resident or citizen of Canada.
- The person submitting the Project Proposal must be eighteen (18) years of age or older or, in the case of a minor under the age of eighteen (18), have written approval of a parent or guardian (which approval must be submitted with the Project Proposal).
- The Grant must be spent within three (3) years of receiving it. The funding for the Project should be completed by no later than July 1, 2024., unless otherwise approved by MLSE Foundation.
- The Project should promote physical activity amongst youth in Ontario.
- The Proposal must detail the intended use of the entire value of the Grant.
- The Proposal must be submitted in one of Canada's two official languages: English or French.
- The Proposal must be submitted by no later than 5:00pm ET on March 19th, 2021 (the "Submission Deadline").

The Grant Program will not fund:

- Organizations that are not designated by the Canada Revenue Agency as being a charitable organization and do not have a charitable registration number – unless a charitable trustee has given written consent
- Organizations looking for assistance with endowments
- Sports teams (both professional and amateur) requesting sponsorship support.
- Individuals
- Organizations based outside of Ontario
- Projects that do not have a sport and sport for development component
- Projects that do not serve youth (Ages 6-29)
- Organizations who intend to use Grant funds to support programs, projects or children based outside of Ontario
- Organizations who do not submit a Proposal directly, but instead as part of a third-party initiative
- Projects that contain any offensive, obscene, or sexually suggestive material, propaganda, potentially misleading information, or defamatory or disparaging material about other people or companies, or endorse any form of hate or hate group or terrorist activity.
- Projects that support any particular political party or affiliated group, or directly promote or speak negatively about any particular religion, political action, legislation or party, or promote or encourage the violation of any law, as determined in the sole discretion of MLSE Foundation.
- Projects that discriminate on the basis of gender, race, religion, creed, national origin, disability, handicap, age, sexual orientation, or any other basis prohibited by law, as determined in the sole discretion of MLSE Foundation.
- Proposals that promote any activities that may appear unsafe or dangerous, as determined in the sole discretion of MLSE Foundation.

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- Proposals that include any mention of any specific individual, company, brands, or products or any trademarks or other material, owned by a third party without the express written permission of that third party (which written permission must be submitted with the Proposal).

A Proposal that does not meet the eligibility criteria above will not qualify for consideration under the Grant Program. If MLSE Foundation determines, at any time during the course of the Grant Program, in its sole and absolute discretion, that a Proposal does not meet or continue to meet the eligibility criteria set out above, the Proposal will be eliminated from competing in the balance of the Grant Program.

MLSE Foundation reserves the right (but in no way assumes any obligation) to screen all Proposals, including all written and visual content, prior to presentation of any Proposal to the Selection Circle (defined below) for consideration. Any Proposal deemed by MLSE Foundation to be inappropriate or to have inappropriate content will not be presented to the Selection Circle, and the charitable organization responsible for any such Proposal could be banned from submitting a Proposal to the 2021 Grant Program or any future grant programs of MLSE Foundation, depending on severity of the inappropriate content, in MLSE Foundation's sole discretion.

Official Terms and Conditions ("Rules ")

Participation in the Grant Program, including, without limitation, the submission of a Project Proposal, constitutes full and unconditional agreement and acceptance of these Rules, which are final with respect to all matters relating to the Grant Program.

Grant Program Period: The Grant Program will commence on January 21, 2021 at 12:00pm ET and initial phase will conclude at 5:00pm ET on March 19th, 2021. Following the Selection Circle review, if your proposal advances to the second phase it will commence on April 12th, 2020 at 12:00pm ET and will conclude at 5:00pm ET on May 7th, 2021. **Amount:** There is \$500,000 available for granting in the 2020-2021 grant cycle. Additional funds will be determined at the sole discretion of MLSE Foundation.

All Proposals will become the property of MLSE Foundation and will not be acknowledged or returned. Proposals which are (as determined by MLSE Foundation in its sole discretion) incomplete, fraudulent, inconsistent with the Eligibility Criteria or submitted by an ineligible participant are null and void. MLSE Foundation reserves the right (but assumes no obligation) to notify parties submitting ineligible Proposals. By submitting a Proposal to the Grant Program, participants agree to comply with these Rules and be bound by the decisions of MLSE Foundation, which are final with respect to all matters relating to the Grant Program.

MLSE Foundation accepts no responsibility for Proposals which are lost, misdirected or delayed for any reason, nor is any responsibility assumed for incorrect or inaccurate capture of submission information, including (but not limited to), malfunction, human error, lost/delayed/garbled Internet/email transmission, omission, interruption, deletion, defect, or failures of any telephone, technical, network, online, or hardware or software or any combination hereof.

MLSE Foundation's sole and exclusive obligation to the confirmed Grant Recipient is the payment of the Grant amount in accordance with these Rules. MLSE Foundation will not make any additional commitments or payments beyond the amount of the Grant and all additional costs and expenses associated with the Project are the sole and exclusive responsibility of the participant.

Proposal Selection Process: The selection of the eligible Grant Recipient from all eligible Proposals received will be conducted as follow:

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MLSE Foundation will select a judging committee (the "Selection Circle") made up of members of MLSE Foundation Staff, Board of Directors, and members of the community. Open calls to be a part of the Selection Circle have been posted online. More information about the 2021 Section Circle can be found [here](#).

GENERAL TERMS AND CONDITIONS

The Grant Recipient will be notified by email, using the email provided in the Proposal. No other contact or correspondence associated with the Grant Program will be entered into with participants/applicants, except with the potential Grant Recipient(s).

Before being declared the Grant Recipient, the potential Grant Recipient must sign and return a Declaration of Eligibility and Liability Release, confirming the potential Grant Recipient's eligibility in the Grant Program and releasing MLSE Foundation, Maple Leaf Sports & Entertainment Ltd. and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, and their advertising and promotional agencies (collectively, the "Released Parties") from any and all liability in connection with: (a) participation in the Grant Program; (b) the acceptance and use of the Grant; and (c) the administration of the Grant Program by MLSE Foundation, including (without limitation) the selection of Grant Recipients. Prior to being declared the Grant Recipient, the potential Grant Recipient will be required to present MLSE Foundation with reasonable proof of all facts and/or representations made within the applicable selected Proposal including, without limitation, proof of charitable status.

All documentation referenced in the preceding paragraph must be returned and delivered to MLSE Foundation on or before the date indicated on the respective documents or the Grant may be forfeited. If a potential Grant Recipient does not meet any of the Grant Program eligibility requirements, their selection will be disqualified and the next highest ranked Proposal may, in the sole discretion of MLSE Foundation, be selected. The process may continue until the Grant Recipient has been successfully selected and confirmed in accordance with these Rules. MLSE Foundation is not responsible, whether as a result of human error or otherwise, for any failure to contact any potential Grant Recipient. Upon confirmation of compliance with all of the above, the Grant Recipient will be directed by MLSE Foundation as to how to claim his/her Grant.

A Grant Recipient's refusal or inability to accept the Grant as awarded shall release MLSE Foundation from all obligations related thereto.

By submitting a Proposal to MLSE Foundation, participants are committing to executing and completing the Project detailed in the Proposal if chosen to be the Grant Recipient. If at any point during the Grant Program, a participant does not believe, in good faith, that they will be able to execute the Project detailed in the Proposal if they are chosen as a Grant Recipient, they must contact MLSE Foundation immediately to remove their Proposal from the Grant Program and return all amounts of the Grant awarded to MLSE, immediately.

Proposal Content: By submitting a Proposal, all participants irrevocably assign to MLSE Foundation all rights (including copyrights) in any Proposals or expressions of ideas provided on or through the Grant Program including, without limitation, the Proposal and all comments, suggestions, graphics, and other information or materials submitted in the Proposal and comments on or through the Grant Program website (collectively, "User Content"), all of which will become and remain the exclusive property of MLSE Foundation, including any future rights associated with such materials. MLSE Foundation and its licensees and designees shall have the right to use, reproduce, modify, adapt, publish, create derivative works from, distribute, and display the User Content for any purpose (including without limitation for purposes of advertising, publicizing, and promoting the Grant Program and/or MLSE Foundation or its affiliates), in any media whatsoever, now or hereafter known, throughout the universe, in perpetuity, without compensation (monetary or otherwise) or notice to you (collectively, "Usage Rights"). Notwithstanding the foregoing, participants (and applicable third parties) shall retain all ownership rights over any support material provided, but hereby Grant to MLSE Foundation and its licensees and designees all Usage Rights

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(subject to any limitations specifically identified to MLSE Foundation in writing with respect to any third-party element incorporated in the support material). Participants release and will indemnify the Released Parties from all claims against them with respect to any intellectual property or other proprietary rights, rights of privacy and publicity, rights of attribution, or any other liability under the governing law of Canada, arising in connection with the Proposal or the Project.

Participants represent and warrant that:

- they have obtained all third-party consents necessary to make the foregoing assignments and representations
- their Proposal is unique and original, and that the participant has all necessary rights in and to the Proposal and each individual component thereof
- their Proposal does not violate any law, statute, ordinance or regulation
- their Proposal will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party
- is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity (partial or otherwise); alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); any identifiable third party products, trade-marks, brands and/or logos; and/or any other content that is or could be considered inappropriate, disparaging, unsuitable or offensive, all as determined by MLSE Foundation in its sole and absolute discretion.

By submitting a Project Proposal for consideration in the Grant Program, each participant:

- (i) waives all moral rights in and to his/her Proposal and each individual component thereof in favour of MLSE Foundation (and anyone authorized by MLSE Foundation to use the Proposal or a component thereof); and
- (ii) agrees to release, indemnify and hold harmless the Released Parties from and against any and all claims related, directly or indirectly, to his/her Proposal (or a component thereof) – including, without limitation, claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related or other cause of action. For greater certainty, the Released Parties reserve the right, in their sole discretion, to modify, edit or remove any Proposal (or a component thereof), or to request a participant to modify or edit his or her Proposal (or a component thereof), if a complaint is received with respect to the Proposal (or a component thereof), or for any other reason at any time. If such an action is necessary at any time, then MLSE Foundation reserve the right, in its sole and absolute discretion, to: (a) disqualify the Proposal; (b) disqualify the participant; and/or (c) to take whatever action MLSE Foundation deems appropriate in circumstances as determined by MLSE Foundation, in its sole and absolute discretion.

Privacy: By submitting a Proposal, each participant consents to the collection, use, and disclosure of their personal information by MLSE Foundation for the purposes of (i) facilitating the administration of the Grant Program, (ii) allowing MLSE Foundation and/or authorized third parties selected by MLSE Foundation to provide the participant with information on MLSE Foundation initiatives and other grant programs, provided the participant has consented to receiving such information. The collection, use and/or disclosure of any personal information that the participant provides are subject to MLSE's Privacy Policy which is set out at: http://www.mlse.com/privacy_policy.aspx.

Indemnification: By participating in the Grant Program, each participant agrees to hold harmless and indemnify the Released Parties against any and all liability, damages or causes of action (however named or described) with respect to or arising out of either: (i) participation in the Grant Program; (ii) the receipt or use of a Grant awarded

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herein; or (iii) the administration of the Grant Program (including Grant Recipient selection) and distribution of the Grant awarded herein.

By entering the Grant Program, each participant agrees to release, waive and discharge any and all claims of damage, loss or causes of action (including, negligence), including (but not limited to) death, personal injury or loss or damage to property, which the participant or any of the participant's representatives, heirs, next of kin or assignees may have or which may hereinafter accrue to them against the Released Parties as a result of participation in the Grant Program or the receipt or use of the Grant awarded herein.

Termination/Modification: Subject to applicable law, MLSE Foundation reserves the right to cancel, terminate, modify or suspend the Rules or administration of this Grant Program, in whole or in part, without prior notice, with no obligation or liability, including if for any reason the Grant Program is not capable of running as planned, whether due to infection of computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failure or other failures that, in MLSE Foundation's sole opinion, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Grant Program.

Tampering: The following are prohibited and will result in the automatic disqualification of the Proposal from the Grant Program: (1) using any method (directly or indirectly) that artificially increases odds of being selected as the Grant Recipient (2) non-compliance with these Grant Program Rules; and (3) any other act which jeopardizes the integrity of the Grant Program.

MLSE Foundation shall not be responsible for tampering, theft, human errors (including gross negligence) ineligibility, lost, late or misdirected Proposals or for any problems, failures or technical malfunctions of any telephone network or lines, computer online systems or servers, computer software problems or traffic congestion on the Internet, or on any website and assume no liability for damage to participant's or any person's computer resulting from participating in the Grant Program or the failure of MLSE Foundation to process any Proposal and otherwise award a Grant. MLSE Foundation assumes no responsibility for printing errors appearing in these Rules or related Grant Program materials. In addition, MLSE Foundation will not assume any responsibility of any nature whatsoever in all cases where its inability to hold the Grant Program or to remit the Grant results from a cause beyond its control, including Acts of God, weather conditions, strike, lock-out or other labour dispute. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Grant Program is a violation of criminal and civil laws and, should an attempt be made, MLSE Foundation reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Governing Law: This Grant Program and its Rules shall be governed by and construed under the laws of the Province of Ontario, without regard to conflicts of laws principles, and all participants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Grant Program and agree to submit to the laws of and the jurisdiction of the federal courts of Canada and provincial courts of the Province of Ontario, and hereby waive the jurisdiction of any other court that now or in the future could be considered competent for any reason. The venue shall only be Toronto, Ontario.