



# Women & Girls Sport Fund (WGSF) 2024-2025 Guidelines

## BACKGROUND

The Women & Girls Sport Fund (WGSF) is an initiative of ISWO, under its Women & Girls program. The program is intended to increase opportunities for women and girls to participate in sport, recreation, and physical activity while empowering through increased confidence, capacity and knowledge. The fund is also focused on removing barriers, providing access to resources and decreasing at-risk behaviours, which can have long-term negative consequences, through education and support. The WGSF supports projects that utilize sport as a positive agent to impact social change, helping to achieve social development outcomes in Indigenous communities, specifically for female populations. Proposals that outline how culturally grounded sport, recreation and physical activity opportunities will support overall wellness, for women and girls, will be considered for funding.

The WGSF is intended to make community sport, physical activity, and Indigenous approaches to wellness more accessible to women and girls of all ages and abilities. ISWO encourages remote and rural communities where sport-related opportunities are fewer, and large urban Indigenous populations where low participation rates may exist, to apply.

The WGSF is supported through contributions from the Government of Canada, under STREAM 1 of the Sport for Social Development in Indigenous Communities (SSDIC) initiative, administered by Sport Canada.

## OBJECTIVE

The WGSF aligns with the Truth and Reconciliation's Calls to Action, which identifies four social development needs of Indigenous communities: improved health, education, employability, and reduced at-risk behaviour.

The goal of the funding is to support Indigenous women and girls to access and utilize sport, recreation, physical activity and wellness programming to address these four outcomes, by developing opportunities that lead to:

- Regular and ongoing sport and recreation participation;

- Increasing leadership opportunities for women and girls in sport, through training and certification programs for activity leaders such as recreation professionals, teachers, coaches, instructors, officials and volunteers;
- Acquiring adequate equipment to enhance community programming for women and girls, or create programming specifically for that population, if none previously exists;
- Strengthening connections in a meaningful way through positive relationship-building and interactions;
- Encouraging reflection as a guide for continuous improvement, providing relevant activities and planning that enhance a holistic sense of wellness for participants;
- Offering/adapting sport opportunities and delivery to meet the needs of Indigenous women and girls; and
- Building overall capacity and empowering women and girls, through sport.

## **APPLICATION DEADLINE:**

All applications must be submitted by **November 8, 2024, at 5:00 pm EST.**

## **FUNDING**

Eligible applicants are invited to apply for funding **to a maximum amount of \$5,000** to support new, existing and/or expanded projects that address a community social development need by directly supporting new or continued sport, recreation, and physical activity participation opportunities for Indigenous women and girls, in their communities.

## **WHO CAN APPLY:**

- First Nation, Métis or Inuit (FNMI) community associations located in Ontario;
- Established Indigenous women and girls or youth groups focused on women and girls in Ontario;
- Indigenous not-for-profit organizations located in Ontario;
- A First Nation, Inuit, or Métis governing body, an Indigenous provincial/territorial organization or authority in Ontario; or
- Not-for-profit organizations, clubs, and associations, located in Ontario, that directly influence organized sport delivery in Indigenous communities, in consultation and collaboration with those communities.

ISWO is responsible for determining the eligibility of each applicant, their project, and project-related expenses. Please note that the WGSF is intended to support Indigenous women and girls located in the province of Ontario; all activities and programs related to the funding request must take place in the province of Ontario.

## ELIGIBILITY

### Eligible Projects

#### **What projects and activities are eligible?**

*WGSF funding is for wide-ranging community sport and recreation programming, specifically aimed at supporting the participation and/or retention of Indigenous women and girls in sport and recreation programming and pursuits through four social development outcomes. The four social development outcomes of this funding stream are to build capacity, enhance safety and wellbeing, increase confidence, education, employability, and reduce at-risk behaviours that reduce opportunities for women and girls to be healthy and safe.*

*For the purposes of this fund, “sport” is being defined broadly. Activities that could be viewed as recreational or cultural are permissible if they include a physical activity component, and are chosen and supported by the community. The WGSF is distinct from sport development as it is focused on the achievement of community social development needs, specifically in relation to enhancing wellness and opportunities for women and girls. Your project must also be designed in a way that includes measurable outcomes for the four community social development needs.*

#### **Applicants must demonstrate how their project will:**

- Lead to new or continued sport participation opportunities for women and girls;
- Increase the number of women and girls involved in organized sport activities in their community;
- Increase the capacity of the community to deliver additional or enhanced sport, recreation, and physical activity programming, specifically for women and girls, as a direct result of this funding; and
- In addition, applicants must demonstrate how their project will encourage and enhance women and girls’ participation in sport through all stages of life.

#### **Examples of eligible projects include but are not limited to:**

- Programs catering to women and girls, needing specific equipment or coaches’ training to become established and to increase program participant numbers.
- An existing community project that wants to expand to incorporate a new women and girls division to support overall community wellness.
- Projects developing fundamental movement skills for women and girls, (i.e., Active Start, FUNdamentals, Learn to Train, and/or Active for Life stages of the Canadian Sport 4 Life Indigenous [Long-term Participant Development Pathway 1.2](#)) to support lifelong sport and recreation participation opportunities.
- Projects that improve safety standards and risk management policies and procedures to reduce at-risk behaviour, specifically for women and girls.

- Projects that include or certify new qualified instructors (i.e., National Coaching Certification Program, Making Headway in Sport Concussion Training, etc.) to support safe programming, for women and girls. Preference will be given to projects that include or aim to certify female instructors, coaches and officials.
- Projects that will increase the capacity of the community to deliver additional or enhanced sport, recreation, and physical activity programming for women and girls, as a direct result of this funding.
- Projects that respond to barriers and improve accessibility for Indigenous youth, women, girls, and Two Spirit, lesbian, gay, bisexual, transgender, queer, questioning, intersex and/or asexual (2SLGBTQQIA+) people within communities, to support improved education and employability opportunities.
- Projects that support skill development, capacity building and leadership roles for women, girls, and 2SLGBTQQIA+ people.
- Projects that increase the confidence, wellbeing, and safety of women, girls, and 2SLGBTQQIA+ people
- Projects that support increased participation of women, girls, and 2SLGBTQQIA+ in sport and community programs.
- Projects that celebrate Indigenous ways of wellness, sport cultural teachings and traditions (i.e., traditional games, pow wow, etc.), with a focus on female roles, female ceremony, female leadership and female participants.

## **Eligible Expenses**

### **What expenses are eligible?**

*Only project-related expenses are eligible; these may include:*

- Sport, recreation and wellness programming for women and girls;
- Costs of securing spaces to host programming for women and girls;
- Sport and recreation equipment;
- Project administration costs up to 10% of total project request (a maximum of \$500);
- Community program promotional materials directly related to the program being implemented with funding received from WGSF;
- Honoraria for Instructors, Coaches, Elders, Knowledge Keepers, speakers, facilitators, etc. (up to 20% of the total funding received);
- Staff training costs directly related to the project that will provide long-term benefit to the organization;
- Expenses for meetings (committee, or collaborative) directly related to the project; and/or
- Project expenses directly related to project delivery such as healthy snacks on-site, injury prevention, safety measures, first aid support, etc. (i.e., COVID-19 protection measures, PPE, and other project supplies and equipment essential for project delivery).

## **Ineligible Projects**

### **What projects and activities are NOT eligible?**

- Contributions to new or existing community capital projects;
- Programs focused on sport development for high-performance athletes or for individual or team competitions;
- Programs focused on populations other than Indigenous women and girls;
- Events that do not align with any of the four identified social development needs;
- Activities that could be deemed discriminatory as defined by the Ontario Human Rights Code;
- Re-granting activities such as using Women & Girls Sport Funds to provide grants to other organizations;
- Activities that take place outside of Ontario;
- Political or religious activities; and
- Projects generating revenues.

## **Ineligible Expenses**

### **Ineligible expenses include but are not limited to:**

- Fees for tournaments, competitions, and athlete travel.
- General operating expenses (existing staff salaries, office rent, regular promotional or marketing activities).
- Capital expenditures (renovation, construction, computer equipment, transformation of permanent spaces, parks, or grounds; furniture, fixtures, or other non-portable equipment).
- Costs associated with high performance athlete training.
- Deficits incurred from past activities.
- Prizes, awards, medals, trophies, and banquets.
- Personal electronic devices, or clothing.
- Project expenses covered by other sources of funding (i.e., government grants, foundations, donations, etc.)
- Administrative expenses related to an organization's ongoing business activities, such as salaries, rent, utilities, telephone, regular website development/maintenance, and communication services.
- Legal/audit fees, annual general meetings, budget deficits, membership fees, and fundraising activities.
- Costs associated with political meetings or religious activities.
- Contingency or unexplained expenses.
- Marketing/promotional activities not specifically related to the project.
- Refundable Harmonized Sales Tax (HST).

- Any expense incurred before receiving confirmation of funding from ISWO.

## HOW TO APPLY

1. Read the WGSF Application Guidelines in their entirety before completing the WGSF Application. You must meet all of the eligibility criteria requirements.
2. Submit a complete application package to be considered for funding. A complete application package includes the Application Form and Letter of Support from the leadership of the Indigenous community or organization benefiting from the project.

## APPLICATION PROCESS

- Complete, sign and date the Application Form;
- Attach the letter of support from the community/organization; and
- Submit your application through **only one means**, either by email, mail, or by fax.

### Email Submissions

We encourage you to submit your application package electronically to the following email address: [info@iswo.ca](mailto:info@iswo.ca).

The email must be sent no later than **5:00 pm EST on November 8, 2024** for your application to be considered.

### Mail or Fax Submissions

Applications must be postmarked no later than the published deadline to be considered. Completed application packages can be:

<p><i>Mailed to:</i>          Attn: Daniel Smith          Indigenous Sport &amp; Wellness Ontario (ISWO)          1090 Aerowood Drive, Unit # 1A          Mississauga, Ontario          L4W 1Y5</p>	<p><i>Faxed to:</i>          Attn: Daniel Smith          Indigenous Sport &amp; Wellness Ontario (ISWO)          Re: Women &amp; Girls Sport Fund          (905) 412-0325</p>
---	---

## APPLICATION EVALUATION CRITERIA

*The WGSF supports projects that are designed to utilize sport and recreation to address community social development needs, specifically for Indigenous women and girls. It is important to provide a clear outline of how you plan to evaluate and measure the impact of your project, which could include a change in participants' attitudes or behaviours.*

**Evaluation will be based on project applications that best meet the following criteria:**

- Align with the purpose of the grant and the four social development outcomes listed;
- Demonstrate an acceptable use of funds;
- Respond to a specific community need;
- Demonstrate organizational capacity to complete the proposed project;
- Include clear and achievable objectives, and measurable results; and
- Provide clear measures or indicators to determine the success of the project.

**APPLICATION ASSESSMENT**

Project applications must address the needs and culture of the community benefiting from the WGSF, and where possible be delivered by members of that community.

**Applications will be assessed based on how well they address the following:**

1. Eligibility:
  - a. Your organization meets the eligibility requirements set out above; and
  - b. Your project meets the project eligibility criteria set out above.
2. Project need and rationale:
  - a. The project clearly identifies the specific social development need of the community and how the project will address it.
3. Project workplan, timelines and feasibility:
  - a. The application must clearly demonstrate how it will identify and address the objectives of the WGSF.
  - b. The application provides a clear description of each project with details about age ranges, location, estimated participant numbers, frequency of the program and description of all activities to take place; and
  - c. Timelines are clear and feasible.
4. Measurable outcomes:
  - a. The outcomes of the project are clearly linked to the project objectives, (i.e., one or more of the social outcomes identified above); and
  - b. They are specific and measurable (they can be qualitative and/or quantitative).
5. Project budget:
  - a. Project costs are reasonable, and details support the project's description.

It is anticipated that more applications will be received than can be funded, and therefore only eligible applications will be reviewed; however, please note that meeting all the eligibility criteria does not guarantee funding. Applicants may be contacted to provide further information regarding their proposal before final funding selections are confirmed.

ISWO is unable to fund expenses incurred prior to receiving your application. If you incur expenses for your project before receiving written confirmation of your funding approval, you will be doing so at your own risk.

## **FUNDING CONDITIONS**

### **Project Timelines**

Selected projects **MUST** be completed by **March 31, 2025**. Any project funds not spent on eligible project expenses by March 31, 2025 must be returned to ISWO. An extension to spend funding past March 31, 2025 may be considered if submitted to ISWO in writing by March 14, 2025.

### **Reporting Requirements**

- A final report due 15 days after the completion of the project or by April 15, 2025. This report will be completed either through an online reporting form (which will be provided to you) or can be completed via phone call with a designated ISWO staff member.

### **Ongoing Communications**

- All WGSF grant recipients will be assigned a primary contact person from ISWO to provide support and guidance for their project.
- Any proposed changes to the project, such as budget or timelines, require approval from your ISWO contact.

### **Project Products**

Recipients who receive funds through the WGSF are encouraged to use creative ways to record project activities and successes. A sample of images, videos, interviews, voice recordings and promotional materials (as applicable) for the funded project are required as part of the report submission. If possible, images and video should be of high-resolution quality, for use on the ISWO website and to include in reports intended for the Government of Canada.

Recipients who receive funds through the WGSF must consent to the release of photographs, interviews, voice recordings or digital video recordings, for either publication, exhibition, or reproduction to be used for ISWO's own news, webcasts, promotional purposes, telecasts, advertising, inclusion on our websites, social media, or any other purpose by ISWO and its affiliates and representatives.

To ensure that the impacts of the WGSF projects are shared widely, successful applicants may be asked to participate in interviews on their experience in receiving this funding; to provide letters from project participants detailing how the project impacted them; or agree to participate in follow-up communications at the discretion of the WGSF committee.

### **Acknowledgement**

Support from ISWO and the Government of Canada must be appropriately acknowledged on all materials related to the funded project. Formats and guidelines for logo use and



acknowledgement of funding will be provided to successful applicants. The use of the logo on all program promotional materials must be approved by ISWO.