



Presented by



THE PARTICIPACTION COMMUNITY CHALLENGE

PRESENTED BY NOVO NORDISK

GRANT APPLICATION GUIDELINES

Overview

The [ParticipACTION Community Challenge presented by Novo Nordisk](#) is a national physical activity and sport initiative that encourages everyone in Canada to get active in search of Canada's Most Active Community. The sixth edition of the Community Challenge will take place in June 2025.

The 2025 Community Challenge grants will help municipalities and community organizations remove barriers and increase physical activity and sport participation and retention for equity-denied groups during the Challenge.

Available grants

ParticipACTION will award **grants of \$500 to \$1,500** to eligible organizations that meet the requirements listed in this document.

Grant application period

ParticipACTION will be accepting grant applications from **Tuesday, January 14, 2025, at 9 a.m. ET to Tuesday, February 11, 2025, at 5 p.m. ET.**

Notification of grant application status and grant distribution

- ParticipACTION will notify organizations of the final status of their applications **by March 28, 2025.**
- 100% of the funds will be distributed in one payment to successful applicants **by April 18, 2025.**

Grant eligibility criteria

- The application must clearly outline the **goal of removing barriers and increasing physical activity and sport participation and retention for equity-denied groups.** For the purposes of these grants, equity-denied groups are defined as members of Black, racialized, Indigenous and 2SLGBTQIA+ communities, newcomers to Canada, low-income populations, persons with a disability and older adults.
- The program, event or initiative being funded by the grant must take place in Canada.
- The program, event or initiative must occur in June 2025, either in its entirety or in part.
- Each grant recipient agrees to **register their program, event or initiative and track the activities and number of participants on the [ParticipACTION Community Challenge webpage](#)** during the challenge period (June 1 to 30, 2025). Grant recipients can register their programs, events or initiatives starting in April 2025 and track their participants and activities from June 1 to 30, 2025.

- Grant recipients also agree to complete a mandatory post-Challenge survey that will be emailed to them in July 2025.
- Any grant recipient that does not register their program, event or initiative, track their participants and activities, and/or complete the post-Challenge survey will be ineligible to apply for future ParticipACTION grants.

Eligible organizations

ParticipACTION invites the following types of organizations to apply for Community Challenge grants:

- Community and non-profit organizations and associations that meet the above eligibility criteria
- Organizations that can reach under-represented groups such as members of the 2SLGBTQIA+ community, persons with disabilities, Black and racialized communities, newcomers to Canada, groups representing rural areas, minority language communities, Indigenous communities, low-income people, and older adults
- Municipalities
- Schools
- First Nations, Inuit and Métis communities
- National, provincial and local sport organizations
- Multi-sport organizations

Chapters, branches or locations from within the same organization may submit separate applications if they are hosting different programs, initiatives or events during the Community Challenge.

Application assessment:

In addition to meeting the eligibility criteria noted above, applications will be assessed based on the following criteria, with the value of each criterion noted in brackets:

- **Equity-denied inclusion and integration (50%):**
 - Describe your project and demonstrate inclusive and equitable practices that maximize sport, recreation and physical activity opportunities for **equity-denied groups**.
 - Demonstrate how the grant and your organization's participation in the Community Challenge will help build its capacity to provide physical activity and sport opportunities for equity-denied groups.
 - Demonstrate how you will reach, engage and promote your event or program to equity-denied groups.

- **Safe, accessible and inclusive programs, initiatives and/or events (15%):**
 - Demonstrate how your organization will provide a supportive, inclusive and safe environment for participants.
 - Demonstrate how you will reduce potential barriers to participation, such as physical obstruction, skill level requirements, lack of equipment, transportation, etc.
 - Events, initiatives and programs are provided at little or no financial cost.
 - Demonstrate how you will deliver a program that will aim to support the varying abilities and accommodation needs of community members.
 - Participant safety has been considered. Safe sport training should promote safe sport and align with the [Universal Code of Conduct to Prevent and Address Maltreatment in Sport \(UCCMS\)](#). It should also be relevant to the intended audience. The [Abuse-Free Sport Program Education Library](#) offers on-line training disseminating consistent safe sport messaging and is aligned with the UCCMS.

- **Quality sport and physical activity (12.5%):**
 - Organizations are strongly encouraged to use qualified instructors for their programs, initiatives or events where appropriate (e.g., NCCP, First Aid, High Five, Physical Literacy 101, DAFA (French) or other skill development program certification).

- **Municipal and partner engagement (12.5%):**
 - Applicants are strongly encouraged to connect with their local municipal government to ensure they are aware that they are participating in the Community Challenge and to encourage them to get involved by registering for, promoting and participating in the Community Challenge.
 - Applicants are also encouraged to engage with other organizations within the community to successfully deliver their programs and meet the criteria as noted above.

- **Program reach (10%):**
 - The number of programs, initiatives or events the organization is offering and the expected number of participants for each.

Eligible expenses

Expenses must be directly related to costs incurred for delivering a physical activity or sport event, initiative or program or helping to make it accessible and inclusive. They include:

- Training on delivering quality, safe sport and/or for equity, diversity, inclusion and accessibility training for staff, volunteers, coaches and/or instructors
- Partnerships to co-develop the program, event or initiative with target groups
- Marketing and communications related to the Community Challenge program, initiative or event
- Delivery of the program, event or initiative during the 2025 Community Challenge in whole or in part
- Sport/physical activity equipment
- Staffing, coaching and training
- Venue, facility or space rental costs
- Transportation
- Nutrition
- Cost that helps the activity meet public health guidelines
- Childcare for participants during an event
- Honoraria, small prizes and incentives for participants and volunteers
- Any accommodations that may be required for full participation, such as ASL, captioning, personal assistance, etc.
- A maximum of 15% of the funding can be used for administrative expenses

Ineligible expenses include:

- Public year-end team celebrations and private parties
- Prize money, gift cards or awards
- Capital expenditures (renovations, construction, computer equipment, etc.)
- Deficits incurred from past activities
- Banquets
- Alcohol
- Competitions or expenses incurred before funding support is issued
- Expenses that have already been claimed against another grant submission or funding source

Conditions and limitations

By completing the application and as a prerequisite to receiving funding, recipients agree to the following conditions:

- Acknowledge the Government of Canada and ParticipACTION as funders of their program or event.
- Keep a record of how the grant funds were used in support of your program or event and agree to share the details should ParticipACTION be audited.
- Register their program(s), event(s) or initiative(s) and track the activities and number of participants on ParticipACTION's website and complete a post-

Challenge online survey. A link to this survey will be e-mailed to the event organizer.

- Indemnify ParticipACTION and the Government of Canada for any damages as a result of the activities undertaken with the funding.
- Protect itself, through an appropriate insurance policy, against any liability resulting from anything done or omitted in carrying out activities under the application.
- Agree to ParticipACTION having the right to publish the successful applicant's organization name and final funding amount.
- Upon being selected as a successful grant recipient, agree to signing a contract that summarizes the conditions noted above, if deemed necessary by ParticipACTION.

For additional information, please visit the [Community Challenge webpage](#).

Additional support provided by:

Canada 