PLAYING IT FORWARD...

An Everybody gets to play™ supplement

The Case for Accessible Recreation in Alberta
Playing It Forward …
Accessible Recreation Across Alberta

We as a recreation sector have a responsibility to ensure that recreational opportunities are accessible to all Albertans.

Increasing access is about changing attitudes and possible resistance as much as it is about creating affordable opportunities. It is about understanding that we have a responsibility to identify the needs of an entire community and know that we have the ability to create change.

Recognizing that there are individuals unable to participate in recreational activities in all Albertan communities, this document highlights the need to break the silence surrounding inaccessible recreation and emphasizes how communities can create change through collective efforts.

“I think recreation is fundamental to how people survive, live and find joy. It’s part of our resiliency, part of our healing, part of our success as human beings. It’s fundamentally part of who we are. If people don’t have access to that I think it’s a critical concern.”
- Supervisor, Neighbourhood Facilities and Community Development

This document is intended to act as a practical resource to accompany the Everybody Gets to Play™ toolkit produced by the Canadian Parks and Recreation Association. It is not intended to duplicate or replace the toolkit but was produced as a result of feedback indicating that practitioners wanted an Alberta-specific tool for addressing barriers within their communities.
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The cover artwork was done by the artist Cindy Revell and commissioned by Strathcona County to represent Everybody gets to play™. It depicts accessibility, inter-generational play, and families enjoying indoor and outdoor recreation in local facilities and parks. The artwork was and continues to be a great way to increase awareness of Everybody gets to play™ within Strathcona County.

The Alberta Recreation and Parks Association (ARPA) would like to recognize and thank Strathcona County for their commitment to Everybody gets to play™ on both a local and provincial level; the parents and youth who were willing to share their experiences; the Canadian Parks and Recreation Association (CPRA) for the development of Everybody gets to play™ and the use of the toolkit; as well as all those who provided insights, feedback and contributions, some of whom are listed below.

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The Case for Accessible Recreation

**Recreation is a right.** All children and youth have the right to engage in age-appropriate play and recreational activities, as declared by the United Nations and Canada’s Governments. Canada has committed to...

“Recognize the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts” (Article 31 of the Convention on the Right of the Child).

**Recreation is essential to human development.** Recreation has the power to develop physical, social and psychological skills, increasing resilience, mental health, self-esteem and other strengths needed for success as an adult. As highlighted here...

“Recreation is an efficient and economical way for society to help improve the lives of low-income families and their children. Accessible recreation not only enhances their lives today it is an investment in a healthy society tomorrow” (Everybody gets to play™ toolkit, Canadian Parks and Recreation Association, 2006).

Despite being declared a right and having recognized the benefits of participation, recreation and sport programs are not widely available to all children. In particular, individuals living with lower incomes are often unable to engage in a variety of recreational activities. Municipal recreation practitioners have an opportunity to begin to reposition recreation and sport within their communities to **ensure equitable access for everyone**.

**Accessibility, as it is defined here, means that individuals, regardless of ability or income, have the opportunity to experience a wide range of recreation, active living and sport opportunities** (Government of Alberta, Active Alberta Policy, 2011).
Provincial and National Agendas

The need to identify inequity and focus on increasing access to recreation and parks has been recognized and discussed in various provincial and national agendas including the Active Alberta Policy 2011-2021, Active Canada 20/20: A Physical Activity Change Agenda, and most recently Canada’s 2011 National Recreation Summit Proceedings Report. Ensuring that recreation is accessible is therefore a current concern at a number of levels across Canada. The following policies can help you to build a case for accessible recreation in your community.

Active Alberta Policy 2011-2021

The aim of the Active Alberta Policy is to "inspire Albertans to become more active every day, through sustainable, province-wide activities that generate awareness and motivate action through collaboration." By ensuring the Government of Alberta is maximizing the effectiveness of funding, the outcomes within the policy provide a framework for the Government of Alberta and its partners in designing programs, delivering services, and making investments.

Within the Active Alberta Policy accessibility to recreation and parks has been prioritized. The outcomes of the Active Alberta policy specifically related to accessibility include:

- Making affordable, accessible opportunities for physical activity available to all Albertans.
- Ensuring more Albertans experience improved physical and mental health through integrating physical activity into their daily lives.
- Encouraging local governments to create opportunities, and remove barriers to physical activity.
- Working with partners to reduce barriers to participation for populations that are often less active, including families living in poverty, girls and women, aboriginal people, persons with disabilities, recent immigrants and older citizens.
- Ensuring the benefits of recreation, active living, and sport are enjoyed by more Albertans, including those from previously less active populations.
Active Canada 20/20: A Physical Activity Change Agenda

Active Canada 20/20 is a physical activity strategy that focuses on increasing physical activity and reducing sedentary behaviour. Produced by ParticipACTION, the purpose of the document is to ensure physical activity becomes an important cultural trademark. Rather than continuing to work in silos and ‘pilot projects’ the document proposes strategic actions that encourage a coordinated collaborated approach. The agenda’s vision of an active Canada rests on a foundation of strategic investments, cross-sectoral mobilization, and evidence/knowledge exchange. The four pillars of action, all of which identify accessibility, are:

1. Policy development, change and implementation in all areas, public and private, to stimulate physical activity increases and reduce barriers.
2. Targeted information and public education to increase physical activity.
3. High quality, accessible programs services and social supports to prioritize physical activity and enhance physical literacy.
4. Community design and social infrastructure that makes physical activity inviting, practical and accessible.

Canada’s 2011 National Recreation Summit Proceedings Report

Leaders from across Canada recently attended the 2011 National Recreation Summit. The Summit, timely given Canada’s escalating health, social, economic, and environmental concerns, was an opportunity for leaders from across the country to identify steps needed at the national, provincial/territorial, and municipal levels to create a collective recreation agenda. While a number of strategic directions, priorities, and actions were identified and discussed, one theme that thread throughout the entire Summit was equitable access.

During a session titled Confronting Canada’s Health Crisis participants identified areas requiring urgent action. The first on the list of the topics was the need to **ensure equitable access.** A similar recommendation in a list of priority considerations was to **make access to recreation a permanent quest, particularly for those at the margins,** and that “every municipality needs an access to recreation policy coupled with champions to give the policy legs.”
A Coordinated Approach

The aforementioned policies and reports are important steps to increasing awareness about the need for equitable access. However, increasing accessibility will only happen as a result of action, and this action will require a coordinated approach for it to be fully effective. All partners (government, municipalities, not-for-profits, post-secondary institutions and individuals) will therefore need to work together to ensure that we are able to expand beyond the ‘facility business’ and focus more on social transformation responsibilities. If successful, services will no longer be accessible only to individuals living with middle and upper incomes, and recreation will be provided for all Albertans.

“It’s up to the recreation profession to ensure that every person working in the field acknowledges this responsibility and takes this leadership seriously” (Participant, National Recreation Summit Proceedings, 2012).

Roles and responsibilities will undoubtedly vary in the provision of accessible recreation and specific approaches will diverge based on the needs of individual communities. Therefore, a suggested allocation of duties and responsibilities has been provided in the appendix, and can be used as a guideline.
ACCESSIBILITY
IN YOUR COMMUNITY
Ensuring Everybody gets to play™ within Alberta

Everybody gets to play™ is a Canada-wide initiative that aims to make recreation more accessible for children and youth from families living with lower incomes. Using a community mobilization toolkit, communities try to identify, reduce and eliminate barriers to recreation for children and youth.

As the provincial provider of Everybody gets to play™ ARPA introduced the program in 2006. Since that time a number of communities have purchased the mobilization toolkit, creating awareness in their communities using the Everybody gets to play™ tools and resources.

Feedback from a variety of sources has confirmed that the toolkit provided practitioners with the information necessary to educate practitioners about barriers that exist and the need for a coordinated approach in reducing such barriers. However, this coordinated approach was reported as being overwhelming for those recreation practitioners who had little experience with community development.

“If you don’t understand how community development or community engagement works, then the toolkit is just paper.”
-Supervisor, Neighborhood Facilities and Community Development

As a result of not being able to apply the information within the toolkits, communities across the province either became disengaged or were limited in their approach to removing barriers. In addition, practitioners wanted more local examples of how Everybody gets to play™ could be implemented.

“Everybody wanted an Alberta example...They all wanted examples that were Alberta specific.”
-Community Recreation Coordinator

In response to the feedback about the Everybody gets to play™ toolkit ARPA has committed to repositioning the program within Alberta. We believe it is essential for organizations that offer services for children and youth to have a philosophy that clearly articulates its values regarding accessibility. ARPA’s Children and Youth Committee has consequently committed to continue working with partners to encourage and improve opportunities for children and youth to engage in high quality recreation. As a result, ARPA initiated a research project that would tell the stories of communities who have endeavored to provide accessible recreation. It was deemed essential that a grass roots approach be adopted for this research so that the information gained was relevant and applicable at a local level.
The research undertaken to complete this document examined the experiences of practitioners working at various levels and in various roles to implement Everybody gets to play™ in Alberta. It also examined the experiences of parents and youth who have been impacted by the initiative in their communities. The information obtained provides a grassroots perspective on the removal of barriers to recreation in Alberta as well as a practical tool for removing barriers to recreation. Alberta-specific examples and community stories have been used to answer practical questions such as, “What do we need to do?” and “How can we make it happen?” The main intention is to invite collaboration and identify key roles to support the provision of accessible recreation in Alberta by:

- discussing what it means to develop an Everybody gets to play™ philosophy,
- providing strategies for removing barriers,
- suggesting how to maintain momentum, and
- offering recommendations for future action.

Developing an Everybody gets to play™ Philosophy

“Even if you choose not to participate in policy conversations you can make a fantastic difference in your own communities just by how you think and help others think about recreation and see opportunities to work more broadly together” (Sherri Torjman, National Recreation Summit Proceedings, 2012).

A common misconception for many communities across Alberta is that Everybody gets to play™ is a financial assistance program implemented by individual municipalities.

While a financial assistance program is useful for removing cost as a barrier, Everybody gets to play™ should be viewed as a philosophy that permeates all levels of a community to remove the many barriers (e.g. transportation, equipment, time, lack of skills, intimidation) that act to prevent recreation participation. Everybody gets to play™ aims to enhance the quality of life of individuals living with lower incomes through increased access to, and participation in, recreation. In an attempt to provide an in-depth explanation of this philosophical approach this section will consequently address the following questions:

- What is meant by an Everybody gets to play™ philosophy?
- Why is such a philosophy necessary?
- How does a community start to foster this philosophy?

“While fiscal restraint is part of the issue, I think it’s foremost a philosophical issue as well.”
- Former CEO of the Alberta Recreation and Parks Association

What is Meant by an Everybody gets to play™ Philosophy?

When examining what is meant by an Everybody gets to play™ philosophy, communities first need to understand how a philosophy will impact their community. A philosophy for the purposes of Everybody gets to play™ will ultimately provide a guiding set of beliefs or values. Therefore, the community will be impacted by these values and beliefs when they are communicated through the words and actions of residents, staff and volunteers. These beliefs and values create the foundation for decision-making and daily practice.

Two beliefs have been identified that are foundational to an Everybody gets to play™ philosophy:

1. The belief that every person deserves the opportunity to participate in recreation.
2. The belief that concerted efforts should be made to try to remove barriers to participation.
Understanding and committing to each of these is the first step towards increasing access and participation through Everybody gets to play™. Communities must also recognize that a philosophical shift will take time and there will be varying levels of this understanding and commitment across organizations and communities.

“I firmly believe that recreation is a right, not a privilege, and it’s how I work. It’s one of the philosophies that I carry with me.”
-Supervisor, Neighborhood Facilities and Community Development.

At a practical level, fostering this philosophy will ensure people within a community or organization will consider these two elements in their daily practices. As a result, when events are organized or programs are developed potential barriers are identified and efforts are made to minimize or remove them. Ensuring accessibility therefore becomes part of the day-to-day culture.

“Vivian was the one that put herself into these different groups... to say, you know, this is an important part of the puzzle. And now it’s something we don’t even think about. Like if we’re doing a big event, it’s “okay, how can we get Everybody gets to play™ involved? How can we make sure everyone can access it?”
-Youth Recreation Programmer

Why is a Philosophy Necessary?

Fostering an Everybody gets to play™ philosophy in an organization and the wider community is necessary for a number of reasons. First, it creates a foundational environment where barriers and accessibility become part of the daily language. This encourages communities to discuss issues relating to accessibility where there may have previously been denial and silence. It also highlights accessibility as a priority, engaging the entire community.

It Breaks the Silence

A common misconception is that affluent communities across Alberta don't have families of lower incomes living in them. The reality is that every community has people living with lower incomes, no matter how affluent a community appears to be. This denial results in a silence within which accessibility is not discussed and individuals cannot seek the support they may require to access recreational opportunities. This silence also perpetuates the stigma and stereotypes that may surround families living with a lower income.

“That's probably one of the biggest barriers we have is that people are in denial that it exists, and then that makes it even harder for families to come forward.”
-Youth Recreation Programmer

Fostering an Everybody gets to play™ philosophy helps to break the silence by recognizing that everybody has the right to recreation and that it is the responsibility of the community to ensure that this right is provided.

It Prioritizes the Need for Accessible Recreation

Supporting an Everybody gets to play™ philosophy brings accessibility to the forefront of a community’s priorities. Not only does it ensure that it is a priority for a recreation department, sharing this philosophy with community partners (e.g. decision-makers, corporate partners, other sectors) helps to support the importance of recreation at a broader level. The removal of barriers therefore becomes a shared effort for the collective benefit.

“It’s taken time. In the beginning it was a lot of explaining the program and letting Council know what occurs with it. I think once you’ve kind of gotten that momentum... they see it as a valuable program, they know there’s a mechanism to help people who might not be able to participate. Ultimately they’re the decision makers about what gets allocated. But it's a proven program, a successful program. It's well managed, it does what it's supposed to do. It doesn't have a lot of high administrative costs to it. So it's really established itself as something that's, seen as part of this community, and something this community does really well.”
-Manager of Indoor Recreation Services

For more detailed information about the benefits and barriers to recreation Everybody gets to play™ Fact Sheets produced by CPRA can be found at http://arpaonline.ca/programs/egtp/#resources.
It Engages the Whole Community

An Everybody gets to play™ philosophy can permeate many facets of a community and generate a sense of collectivity among the individuals living there. This collective response can foster a sense of social responsibility and increase the capacity of a community to be able to remove barriers that some individuals face.

“And one thing that we’ve heard from youth a lot is that they love being socially conscious… So youth can start realizing that they’re a valued member of the community, but being a part of the community does mean you have a social responsibility to help other people as well.”
-Youth Recreation Programmer

How is an Everybody gets to play™ philosophy fostered?

Every community attempting to introduce an Everybody gets to play™ philosophy will vary in their approach. The needs and resources of individual communities should be examined, as they will determine what actions a community can take to increase accessibility to recreation. Regardless of resources available, all communities have individuals who are able to create awareness and begin to align the outcomes of their recreation facilities with the objectives of Everybody gets to play™.

“If you want to change the culture of your community, to say we want to accept this program, then find some people that will help support that.”
-Director of Recreation, Parks, Culture

Through Awareness

Drawing attention to and talking about accessibility issues are necessary when attempting to introduce an Everybody gets to play™ philosophy. Discussions about Everybody gets to play™ should occur at all levels and with all partners. The more conversations and information that can be shared the more individuals are able to familiarize themselves with and understand your intentions. Some audiences that may be necessary to include in your conversations include department staff, decision makers and community members.
**Awareness and Education across Department Staff**

A philosophy is more influential if it is shared across an organization. Ensuring co-workers understand that everyone deserves the opportunity to participate in recreation is important when soliciting support. Removing the stigma around low income can be especially difficult. Educating all levels of staff is therefore necessary to minimize the stigma often associated with having a lower income. Facilities must ensure that staff are sensitive to the issues that families may face living on a lower income. Facilities therefore have a responsibility to develop and monitor policies, procedures and staff behaviours as they relate to an *Everybody gets to play™* philosophy.

> “And the talk at the front desk was, if there were some issues, we need to pull *Everybody gets to play™* customers aside just like anybody else. That we’re not yelling in front of other customers, *Does anybody know about this Recreation Access Pass?* You know, that kind of thing… dialogue. So we really worked on implementation, with a focus on training and preparation with staff. This aspect of the program is very important.”  
> -Manager, Indoor Recreation Services

**Examples of increasing awareness with department staff**

- Educate frontline staff about *Everybody gets to play™* and what you are trying to achieve by working with them, possibly attending some staff training.
- Attend existing meetings and do (short) presentations across the department to increase awareness about your *Everybody gets to play™* philosophy.
- Ask for assistance in promoting events. Staff may have increased buy-in if they feel a part of the process.

**Awareness and Education across Decision Makers**

When an entire organization is able to articulate its philosophy and demonstrate how this philosophy guides decisions and daily practice it will help to gain the support of leaders and decision makers (e.g. managers, directors, Council members). This is important given that in some cases change cannot be initiated until such individuals are engaged. As a recreation practitioner you have the knowledge and experience to educate decision-makers (e.g. elected officials) and other sectors (e.g. education, health) about the need for and benefits of accessible recreation. Share your knowledge and exercise your power as a leader in our field.

> “It’s making decision makers aware that when they build a multimillion dollar facility and they want to charge $10 a visit, that they’ve already excluded 20-25% of the population.”  
> -*Everybody gets to play™* Ambassador

**Examples of how to engage decision-makers**

- Attend meetings within and outside of your department. Highlight the need to consider accessibility to recreation and the *Everybody gets to play™* initiative if they are:
  - Organizing recreation events or programs.
  - Building new physical structures (e.g. recreation facilities, multiuse pathways).
  - Fundraising to support community initiatives.
  - Addressing issues concerning individuals with lower incomes.
- Find others who share similar values that have decision-making influence. Despite initial resistance, keep sharing ideas. Finding people who appreciate the need to improve access to recreation will take time but repeated efforts will hopefully infiltrate through to people who have the influence to change practices, whether it is directly or indirectly.
Awareness across Community Members

Creating awareness across the entire community is beneficial for a number of reasons. First, it gets people talking about inaccessibility and breaks the silence that may deter individuals from being able to seek and receive support.

“It’s just a good way to break down the barrier of being able to talk about it, and if there’s anything I’ve noticed in the past two years, is that being able to talk about being on the program has been much easier.”
-Youth Recreation Programmer

Second, advertising the resources that are available through Everybody gets to play™ makes them more visible and easier to access. When determining how Everybody gets to play™ is going to be advertised, recreation staff need to be aware that people who cannot afford to participate in recreation may be unlikely to look in a recreation guide. Multiple advertising mediums may therefore be necessary (e.g. advertisements in schools, health care clinics, public transportation).

“One day my friend came home and she said, “Did you know you can go and get this pass and you can go for free?” I didn’t even know this. I’ve told everyone I can think of.”
-Mother

Finally, creating awareness highlights the work that you are doing and the importance of accessible recreation. This also allows interested parties to get involved. Once support begins the development of a recognizable brand coupled with a marketing strategy is recommended. Practitioners have indicated that when developing their accessibility program, Everybody gets to play™ was an attractive name for their approach to removing barriers because it created consistency and was recognizable to people within and outside of the community, making it easier to market. Everybody gets to play™ was therefore used as an umbrella term to describe a number of strategies for increasing accessibility.

“Everybody gets to play™ is just a recognizable brand…. something that is easier to market to the public.”
-Community Development Coordinator-Recreation

Examples of increasing awareness in the community

| Everybody gets to play™ Days – free community events held in a park or green space where children and their families are invited to come out to play. A variety of activity zones are set up for everyone to enjoy and participate in. The focus is placed on providing inexpensive household items for children to play with so they can get ideas on how to use those items in their everyday play at home (i.e. mud kitchen, edible art, building forts, etc...). |
| Accessibility Days – free public admission into all recreation facilities to create awareness of Everybody gets to play™ and allow all individuals a chance to experience the facilities available. |
| Everybody gets to play™ Family Day – One day when all recreation facility admission proceeds go to the Everybody gets to play™ initiative in your community. |
| Advertising Everybody gets to play™ (and available resources) in newspapers, flyers, websites, electronic screens, facebook, and twitter. |
| Organize a Mayor’s Golf Tournament with proceeds going to Everybody gets to play™. |
| Promoting the program using other agencies (i.e. Family and Community Services - Neighbour Day, Youth Week, Staff Golf Tournament). |
| Host community events where proceeds go to Everybody gets to play™ (i.e. movie in the park, gymnastics club fundraisers, swim fundraiser). |
| Installation of Anti-Graffiti wraps on utility cabinets with Everybody gets to play™ artwork. (See image on p. 13) |
Through Alignment

In addition to creating awareness across an entire community, identifying those individuals and organizations that share and value your vision will aid in the generation of an Everybody gets to play™ philosophy. Once you have identified these individuals and organizations, aligning your goals with the priorities of your partners (e.g. their strategic plans, social policy statements) will be beneficial for further engagement. Identifying commonalities between what it is you are doing and their desired outcomes is therefore important.

“The thing is to engage the community to come together for a common purpose.”
-Everybody gets to play™ Ambassador

Recognizing that complete community support and engagement is the ultimate goal, you need to be careful not to ignore the importance of gaining support within your own organization. Organizational support resulting in an Everybody gets to play™ philosophy should be where you focus your efforts initially. Once you have gained support from your own organization the goal is then to engage all other individuals in the community who recognize the importance of accessible recreation. The more people within your organization who share the philosophy, the more feasible it should be to mobilize Everybody gets to play™ across the entire community.

“Without our department saying “yes, this is important and we’re going to support this”, then really you got nothing.”
-Manager, Indoor Recreation Services

When soliciting support from managers or directors within your organization it is essential that you are able to articulate how your philosophy aligns with existing policies and missions. This demonstrates that you will be aiding them in the achievement of organizational goals. For example, if your recreation department’s mission is to build healthy citizens by creating opportunities to engage in physical activity, you can align this with Everybody gets to play™ by highlighting that ensuring accessibility increases the number of people being physically active, resulting in more healthy citizens.

“Policy is what you use as your boxing gloves to go into battle if you need to.”
-Director, National Initiatives and Alliances

Additionally, many recreation departments have existing accessibility policies that speak to the removal of barriers. Despite the existence of policies, some recreation facilities do little to ensure their implementation. If an accessibility policy exists in your organization it can be used to provide a rationale for why your accessibility practices should be examined and an investment be made in Everybody gets to play™.

“It's in our department mission statement, that recreation needs to be accessible.”
-Supervisor, Neighborhood Facilities and Community Development
## Strategies for Removing Barriers

Many people believe that removing financial barriers is enough. In reality, the barriers that need to be addressed extend far beyond reducing or removing the financial barriers to participation. In the table below are barriers that have been highlighted by a number of municipal recreation staff. Beside each barrier are successful strategies that have been used to address each barrier. A full description of how the strategies were implemented is provided on the corresponding page. These strategies can be modified as deemed necessary based on the needs of individual communities.

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BARRIER: Affordability
Strategy: Recreation Access Pass

A recreation access pass allows access to recreation through spontaneous use or programs. Once provided with a pass, individuals do not have to pay facility entrance fees. The pass also allows for a reduction (e.g. 75%) in the cost of programs that are offered by the recreation department. The pass is annual and individuals must apply for renewal each year. Renewals can be done in person or online.

“If we didn’t have that recreation access pass, we would very rarely go to the recreation facility. We go there a lot. We go there two, three, sometimes four times a week. We skate, we swim, we work out... there’s just lots to do.”
-Mother

Departments often have agreements around reimbursing facilities for recreation access passes. These agreements can result in:

1. Charging a fixed amount (e.g. $3.00) per card swipe resulting in that amount being deducted from the Everybody gets to play™ budget.
2. Charging the full cost of a monthly/annual membership pass resulting in that amount being deducted from the Everybody gets to play™ budget.
3. Communities do not “charge themselves” at all, resulting in no money for recreation facility entry being deducted from the Everybody gets to play™ budget.

When determining which method is best for your community it is recommended that you communicate that the cost of providing the recreation access pass is not lost revenue. The facilities would be open regardless and the number of individuals using the facilities as a result of the recreation access pass will be small. Communicating this to managers and decision makers will aid in your rationalization of not needing to charge back admission for those individuals who have an accessibility card.

“It’s not lost revenue, it’s admissions. There was an impact of participation that was able to be realized through the program.”
-Manager of Indoor Recreation Services

The ideal scenario the benefits and challenges associated with all three methods must be examined on an individual community basis and it is the responsibility of each facility to identify what will work best.

“We spend tons of time at the recreation facility and if we had to pay, there’s no way. We would never go, because who has 30 bucks kicking around that you’ve got nothing to do with? Not me.”
-Mother

Strategy: Partner with Other Organizations

There are some external organizations such as JumpStart and KidSport who provide funding to families for children and youth to participate in recreation. This provides additional opportunities for programming outside a municipal recreation facility. The regulations for each organization are often community specific so we suggest contacting the organizations directly.

It may be possible to establish a JumpStart or KidSport chapter through your recreation department. In such circumstances, the department is responsible for distributing funds to families. If it is not a possibility you can simply bring attention to these funding opportunities and aid families in applying for funding themselves.

“So for the soccer he’s in right now we used KidSport. That paid for that which was the first time I’ve applied, because I didn’t even know about it. Another thing I didn’t know about.”
-Mother
Partnering with other organizations that run recreation or sports programs (e.g. minor soccer programs) may also be an option. Often they have the ability to waive registration costs for a set number of children or youth.

“Red Deer has a lot of service agreements with outside groups and organizations. They made sure that the policies that governed those outside groups using their facilities allowed for a focus on low income children and youth…. If hockey teams were coming in to skate on their ice, 3 of those 25 spots for example had to be allocated for low income families.”

- Director of National Initiatives and Alliances

When you start to identify which organizations provide these services it is recommended that you create a "recreation bank" of no or low cost opportunities and funding bodies that are available to individuals within your community. This will be useful for new staff or community members interested in available opportunities.

**BARRIER: Transportation**

**Strategy: Coordinated Program Planning**

When scheduling recreation programs, coordinating the start and finish times with bus/train schedules will save time for those who depend on public transit. Posting the bus/train schedules on your website along with your program schedule limits the time participants will have to spend looking for this information.

“The bus route time schedule and the program time schedule didn’t match. So people would arrive and have to wait either half an hour or be ten minutes late to take the program. And so they were able to just change the program schedule and then in their program they would highlight with a little bus icon what programs matched the bus schedules.”

- Community Recreation Coordinator

**Strategy: Linked Trail Systems**

Bicycle and walking pathways that lead to recreation facilities can provide an additional transport solution for individuals (especially youth) who cannot drive. They also provide a mode of active transportation and reduce the fear individuals often associated with riding a bike on major roads.

“The path system is really cool. You don’t have to be right on the main roads.”

-Mother
**BARRIER: Equipment**

Strategy: Develop Partnerships with Those Who Have Equipment

Partnering with organizations whose mandates are to provide equipment to individuals needing it (e.g. The Brick Sport Central) can help to remove equipment as a barrier as participation. Bear in mind however that such organizations often require a referral or have an application process.

Smaller companies in your community may also be able to donate equipment and repair equipment for free or at a reduced cost. Developing partnerships with skate shops, bicycle repair stores, and music stores in communities providing Everybody gets to play™ have been successful in the past.

“Equipment’s another piece, and whether that's musical instruments, cultural supplies, or sports equipment.”

- Supervisor, Neighborhood Facilities and Community Development

Sponsorship money from a variety of sources may also be used to cover the cost of equipment. A list of potential funding resources is provided in the Appendix. Individual communities will need to determine what resources and partnerships are available to them.

**BARRIER: Intimidation**

Strategy: Building Relationships with Participants

Participating in recreational facilities and activities can be intimidating. Building relationships reduces feelings of intimidation that might prevent an individual from returning to your facility. Positive interactions are essential and must be a priority of customer service representatives, program leaders and contracted staff. Regular staff meetings and assessments should focus on the importance of positive interactions with all individuals and highlight the impact staff have on individuals who may be new, unfamiliar or intimidated by the facility or recreation in general.

“Space is such a minor part of what youth want. It’s more the overall theme of respect and socialization, and feeling like they have a spot where they’re safe and they can go to people.”

- Youth Recreation Programmer
Strategy: Orientations and Introductions

Knowing how to behave in recreation environments is something many people take for granted. To visit a recreation centre, an individual needs to know how to gain entrance in the building, find changing rooms, use a locker, and operate fitness equipment in an appropriate way.

“There are all these little unwritten etiquette things that you have to try to understand.”
-Manager, Indoor Recreation Services

We also often make the mistake of assuming that children and youth have the innate social and technical skills necessary to enter a gym space and participate in spontaneous play with sports equipment.

“It’s a huge step for somebody who isn’t comfortable in a wellness centre to walk into one, or to walk into a gymnasium and play floor hockey or badminton, or pick-up basketball if you don’t have those skills.”
-Manager, Indoor Recreation Services

Offering orientations for participants of all ages is therefore necessary. Through these orientations, recreation spaces and ways of behaving are explained. Participants are also introduced to the variety of programs offered and are able to meet some of the staff working within the facility.

BARRIER: Time

Strategy: Offer a Variety of Programs Simultaneously

Scheduling time for recreation is difficult for most people who have increasingly busy lives. Living with a lower income can often make the work/leisure balance even more difficult to maintain. Providing events, programs, and spaces that are not age-specific (e.g. family access days, all ages programs, parent-child programs) is one way of overcoming this barrier. This requires a lower time commitment for families who can come to one event, program or facility and be simultaneously accommodated.

“I’m a single mom, so I find it difficult to try and keep up with my kids’ schedules all the time. I’m coming home and then it’s like, you know, going here, going there... We just really have fun at the recreation facility. It’s broad, encompassing everything in the one location. I have a son with a disability so he can go to the gym, my daughter can do her thing, and I can do my thing. One thing for everybody, like all the age groups.”
-Mother

Strategy: Coordination of Age-Dependent Programming

Diversity of programs remains important to maintain interest and to ensure activities are developmentally appropriate and meaningful. When age-specific programs are offered in the same facility, staggering the start times of these programs will support parents who want to participate at the same time as their children. Staggering programs by five minutes can ensure that parents can take their children to a program, and have enough time to get to their own program afterwards.

“If you have a preschool class and an adult class that both start at 6:15, it makes it really hard, because parents want to be able to drop their kids off at the preschool class, then get changed and go to another class.”
-Youth Recreation Programmer

BARRIER: Application Processes

Strategy: “One-Stop-Shop”

Creating a “one-stop-shop” approach by partnering with other sectors (e.g. social services, transportation, education, health) increases awareness of resources available in a community and if coordinated can reduce the number of application processes that an individual has to go through.

“I had gone for parent counselling at the health centre, and she told me about the resources.”
-Mother

Additionally, ensuring that the application process is done during a face-to-face meeting is recommended. This allows decisions to be made on a case-by-case basis. Circumstances other than finances can therefore be considered and multiple barriers can be assessed that can not be communicated on a paper or online form.

“It doesn’t always fit, black and white. There’s a lot of grey out there, and those guys (FCS) have the ability to see through the grey and to make any number of exceptions for people to be able to access the program.”
-Manager, Indoor Recreation Services
Playing It Forward... The Case for Accessible Recreation in Alberta

BARRIER: Stigma
Strategy: Non-Discriminatory Recreation Passes

Being identified as “low-income” is not an enjoyable experience. We live in a culture that is often characterized by the belief that an individual’s level of income directly corresponds with effort, intelligence, and ability. This makes asking for support especially difficult.

“Hi, I’m broke, so I’d like this pass. It’s kind of humiliating.”
-Mother

Fostering an Everybody gets to play™ philosophy is a way to change this culture but this takes time. One method that is easy to implement is providing identical access cards. Oftentimes subsidized recreation access passes are unique in their appearance, highlighting recipients of subsidized recreation to staff and other users. Ensuring that recreation access passes are not distinct from other passes, facilities are able to reduce the differentiation between families living with varying incomes and minimize any stigma that may result.

BARRIER: Ensuring Quality Experiences
Strategy: Training Leaders to Ensure Quality

Increasing access to recreational opportunities is essential, but is of no benefit to anyone if the opportunities accessed are of poor quality. Individuals who do not have positive recreation experiences will not continue to do them, and in some cases, negative experiences with recreation leaders can be altogether damaging.

“I used to watch hockey on TV and I really liked it, so I always wanted to play. I started to play and eventually I had enough of it. It was very competitive and people took it too seriously. It kind of ruined it for me”
-Male Youth, 16

Requiring that regular staff or contracted leaders have adequate training (e.g. HIGH FIVE®) before they deliver programs is one strategy to address this complex issue. Recreational facilities should therefore ensure their staff are adequately trained to deliver quality programs and ensure positive experiences during their programs.

Strategy: Be Flexible When Using the Low-Income Cut Off (LICO)

Current financial records are not the only indicator of a life situation that limits access to recreational activities. Many application processes require individuals to fall below the low-income cut-off (LICO) to gain access to support. For families who have unexpectedly ended up in a situation in which they are living with a lower income, the ability to demonstrate that they fall below the LICO may be difficult and as a result their current financial situation will be misrepresented. Additionally, there are a high number of individuals who are situation above the LICO but do not have the disposable income for recreation. By obtaining information other than only financial records we as practitioners are able to ensure that available resources reach more people that need them.

“There’s a lot of low-income families who don’t qualify or don’t know of the program and the parents don’t have the extra finances to put their kids in the programming.”
-Mother

“I think it’s the group one step up, that maybe aren’t in as dire straits, but they’ve got two parents who work and are barely scraping by. Parents don’t qualify for social assistance because they are both working, but they don’t have an extra dollar. And so telling them that it’s only $50 really puts them out of the league because it really is food or soccer.”
-Community Recreation Coordinator
“One other goal is quality of experience. It’s not just about getting people in the door, but actually giving them something good when they get there. If you get them in the door and you give them a horrible program, then you haven’t accomplished anything.”
-Community Recreation Coordinator

**BARRIER: Lack of Skills to Participate**
**Strategy: “Learn to” Programs**

Many children, youth, and adults have not learned the physical or technical skills necessary to participate in a wide range of recreational activities. Without feeling competent in their skill level, individuals will be unlikely to try or continue to participate in certain activities. “Learn to” programs (e.g. Learn-to-skate) should therefore be offered for individuals of all ages. These programs will provide an opportunity to learn skills in a safe environment without fearing judgment from others.

“My son started to play hockey when he was 8. Most people here, because of the affluent society that we live in, have their children playing when they’re between 3 and 4. And so you’re dealing with a four year age gap… and he’s coming in not knowing how to skate.”
-Mother

“I have found room in the budget to put her in gymnastics but her skill level is deemed to be a sort of a beginner level rather than where it should be at the age of 14. I think she was lumped in with the 5 and 6 year olds which just does not work.”
-Mother
Building and Maintaining Momentum

Short-term solutions and one-off approaches, while effective for a period of time, do not result in the necessary programming for continued participation of families living with lower incomes. Therefore, the advice that has been given to ensure continued participation has been to start small and do whatever it takes to sustain it.

The first step in this approach is to recognize that starting an *Everybody gets to play™* movement is achievable in every community. At the beginning, however, there may be resistance, a lack of support, and the resources necessary may not be available. As a result, creating opportunities for a limited number of individuals may be the only feasible option at the beginning. This approach, while not ideal, is better than not improving access at all.

“The reality is, it’s more piecemeal at this point and it’s, do what we can with what we have. It’s the little wins and focusing on those, and finding opportunities wherever they show up.”
- Supervisor, Neighborhood Facilities and Community Development

“It starts small. Back there it was a pretty small program, got 100 kids, and we didn’t have any money. But if you don’t start it, who’s going to fund it?”
- Director of Recreation, Parks, Culture

Starting small also requires starting somewhere. Committing to an accessibility program is a difficult step, especially in the face of resistance. “Taking the leap” was therefore used to describe the process of making a commitment to equitable access. Communities need to be prepared to “take the leap”, recognizing that the benefits will outweigh the anticipated risks.

“Terry was one of the biggest ones who kind of said, you’ve got to take this leap... it’s got to be a free facility card, for everybody. You have to have that commitment and say, that’s what we’re going to do, and then from there it just snowballs. It just keeps going and going, and going.”
- Manager, Indoor Recreation Services

Once communities have committed to “taking the leap” it is recommended that the resources available (financial and community) are examined and mobilized, helping you in the process of taking action in your community.
Examining Financial Resources

When developing an accessibility program, financial resources will be necessary to fund, for example, staff salaries, staff development, community consultations, education and awareness, partnership development, programs, and admissions. These financial resources might come from a number of sources such as municipal support, small donations, fundraisers, and private corporate sponsors.

To provide a detailed example of the financial resources needed, two annual Everybody gets to play™ operating budgets are highlighted below. The first is an example of a smaller start-up budget. The second is an example of a more established program budget which includes corporate support.

Communities will have to determine what their budget will look like based on the demand, staff allocations and funding available. If your department decides not to "charge themselves" for facility admissions and programs, the financial resources needed for Everybody gets to play™ dramatically decrease (see p. 18, “Strategy: Recreation Access Pass”, for a breakdown of possible options).

Recognizing that in the above budget $65,000 has come from sponsorship and given the current recreation climate, sponsorship will undoubtedly be something that communities will want to explore. Sponsorship dollars can be secured from a variety of sources including corporate sponsorship, donations, grants and money raised as a result of fundraisers.
Corporate Sponsors

Building relationships with the corporate sector is important in securing corporate sponsorship. This doesn’t mean always approaching them “with your hand out” but rather developing a partnership that becomes mutually beneficial. It is therefore important to communicate how you can be a resource to them and identify commonalities between what it is you are doing and their desired outcomes.

“A lot of my work is working with community partners. It’s not always on sponsorships, but just being a resource for them and making sure we have a true partnership. And then when I do have an opportunity that I think falls in line with some of their objectives, that’s where I bring up Everybody gets to play™. It’s really customized, really focused on the partners that I work with, and it’s about listening to what they’re looking for.”

-Sponsorship and Community Investment Representative

It is also important to communicate how sponsorship dollars will be used. It isn’t enough to just indicate that the money will be used to increase the accessibility of recreation in the community. Corporate sponsors want to see their return on investment and the more you are able to describe the outcomes and communicate how they have impacted the community the more attractive the partnership will become.

“I do know that in talking to corporate sector potential partners, they want to see outcomes at the street level...they want to see that their dollars are making a difference at the community level.”

-Former CEO of the Alberta Recreation and Parks Association

**PRACTITIONER TIP**

One Alberta community ensures all funds secured through sponsorship go directly to the families and programs (see admissions and programs in chart on previous page). Therefore, when soliciting new donations and developing reports for continued donations they are able to provide full descriptions of the programs that were offered and the number of individuals who attended. This allows the sponsor to see that the money is being used to increase accessibility locally.

“It’s easier to get sponsorship from bigger companies when all the money they donate will stay within these regions and help kids within this region.”

-Community Development Coordinator for Recreation
Grants and Fundraisers

In addition to corporate sponsors, applying for individual grants and hosting fundraisers is a good way to secure funds for your accessibility program. Potential sources for external grant opportunities are provided in the appendices of this document. Fundraising ideas that have been used by communities across Alberta are highlighted below.

**Fundraising Ideas**

- **Everybody gets to play™ Family Day** – A day when all recreation facility admission proceeds go to the Everybody gets to play™ initiative in your community.

- Organize a Mayor’s Golf Tournament with proceeds going to Everybody gets to play™.

- Host community events where proceeds go to Everybody gets to play™ (i.e. movie in the park, gymnastics club fundraisers, swim fundraiser).

- Apply a levy on program registration, the proceeds of which go to the Everybody gets to play™ initiative (e.g. between $0.25-$1.00) for every individual who registers for a program.

- Provide an option online to donate to Everybody gets to play™.
Examining Community Resources

In addition to securing financial resources, developing relationships and identifying overlap in roles - whether within your organization and with other organizations- can help to more readily mobilize organizations and communities. Through these partnerships, responsibilities can be equally distributed and shared outcomes met. Access to recreation will therefore begin to be viewed as a community concern rather than just a recreation department’s concern. Many organizations will have similar philosophies regarding accessible recreation. Developing partnerships based on these will ensure that resources are used in the most efficient ways.

**PRACTITIONER TIP**

One approach that has been successful in a community is the development of a partnership between the recreation department and Family and Community Services (FCS). As a result of this partnership both parties have been able to establish processes whereby FCS staff are able to do face-to-face intake sessions with families and, if necessary, provide them with a variety of resources including the recreation access card. By having the FCS staff doing the intake the responsibility no longer lies solely within the recreation department. Additionally, families are able to utilize the expertise of experienced staff and financial anonymity is ensured.

“It’s an opportunity to generate interagency cooperation to solve a community issue, vs. it’s just a recreation problem.”
- Director of Recreation, Parks, Culture

**PRACTITIONER TIP**

In addition to partnering with other organizations a community program assessment has been used to identify programs able to provide additional resources. Creating a program inventory can provide a ‘bigger picture’ perspective with regard to the available resources in your community.

“The inventory that we did with the sport groups… it started to give us some ideas of how to start coordinating better in the community.”
- Supervisor, Neighborhood Facilities and Community Development

Examining the Philosophy

Even when financial and community resources are available, ensuring that the *Everybody gets to play™* philosophy continues to be adopted requires commitment on a number of levels. The sustainability of the initiative largely depends on ensuring that staff do not view the development and management of an accessibility program as “one more thing to do”. Instead they need to recognize the importance of equitable access and the benefits associated with the program. This will ensure the *Everybody gets to play™* philosophy is thread into everything they do, impacting others within the organization and community.

“As long as there’s people that hold this value, hold this vision and don’t let go, it is pretty hard for others to let it go. We don’t need to be converted or sold, we just want to find ways to make it happen.”
- Manager, Indoor Recreation Services
PRACTITIONER TIP

Creating an Everybody gets to play™ staff position is one way to ensure that there is continuous commitment to the initiative. If this is not feasible, assigning Everybody gets to play™ responsibilities to one or more staff members and writing these into job descriptions may be an alternative solution. A detailed Everybody gets to play™ work plan that has been used in one Alberta community is provided in the Appendix. The staff members who assume these responsibilities should believe in and have a passion for the importance of Everybody gets to play™.

“There’s a certain skill set, there’s a certain person who we know needs to do this work. It’s administrative, but there’s a huge degree of personal empathy, caring and understanding that is needed.”
-Manager, Indoor Recreation Services

Key Messages for a Successful Everybody gets to play™ Philosophy

The following section provides key messages intended to help communities begin to develop and continue to sustain the momentum necessary for Everybody gets to play™. Using themes communicated by families and practitioners and aligning these with the community mobilization principles outlined in the Everybody gets to play™ toolkit, we have provided six recommendations.

Community Mobilization Principles

- Take Action & Create Awareness
  "Be a Champion"

- Set Goals
  “Examine What Accessibility Means in Your Community”

- Measure Change
  “Continue to Examine Accessibility in Your Community and Adapt Accordingly”

- Commit to the Issue
  “Commit to an Everybody gets to play™ Philosophy”

- Get the Right People Involved
  “Seek Community Partners and Support”

- Celebrate Your Accomplishments
  “Share Successes”
# Community Mobilization Principles

## 1. Be a Champion

Whether your community is just beginning to examine its accessibility policies or already has an established accessibility program in place, every community needs people who are able and willing to lead the charge.

> “People don’t like to be boat rockers, they don’t want to shake it up too much. But sometimes the squeaky wheel really does get the grease you know. You really got to identify those champions in your community, and the right people, that can just help deliver your messages and give them the messages that you’d like them to deliver.”

> - Director, National Initiatives and Alliances

## 2. Examine what ACCESSIBILITY means in your community

Improving accessibility for individuals living with lower incomes can mean a number of things. It is therefore important to determine who you are improving accessibility for in your community. The Low-Income Cut-off (LICO) may not be an appropriate tool for this in your particular community because it is determined at a national (and not a local) level. There are many individuals who do not qualify for social assistance because they sit above the low-income cut-off, yet do not have the disposable income necessary to pay for services such as recreation. We therefore need to keep these individuals in mind when considering the role of recreation in a community and the ways in which we are striving to improve accessibility.

> “The cut off is ridiculously low and so if you’re making $35,000 and you’ve got 3 kids you still don’t have money for recreation but there’s no services out there to support you. And so I would really love to see Everybody gets to play™ sort of focus on that bracket between the absolute abject poverty and parents who have disposable income. There’s a huge gap there.”

> - Community Recreation Coordinator

## 3. Commit to an Everybody gets to play™ Philosophy

Fostering an Everybody gets to play™ philosophy creates an environment where barriers and accessibility become part of the daily language. This encourages communities to discuss issues relating to accessibility where there may have previously been denial and silence. It also highlights accessibility as a priority, engaging the entire community.

> “It’s just ingrained in our culture now, and it’s a common language too, right…. we don’t even use the words low-income families anymore, it’s Everybody gets to play™ families…It’s just part of what we do now. So that would not have been possible without Vivian.”

> - Youth Recreation Programmer
4. Seek Community Partners and Support

Identifying those individuals and organizations that share and value your vision will aid in the generation of an **Everybody gets to play™** philosophy. Once you have identified these individuals and organizations, aligning your goals with the priorities of your partners (e.g. their strategic plans, social policy statements) will be beneficial for further engagement. Once engaged local leaders and partners should be recognized and celebrated to ensure continued support.

“It’s really about the community and what its priorities are, who those leaders are, and them making it a priority.”
-Supervisor, Neighborhood Facilities and Community Development

5. Share Your Successes

Sharing success stories with others helps to increase momentum and support. Sharing testimonials and outcomes will also help to overcome resistance and increase awareness.

“We built a bit of a brand, we also built a reputation. Every event we went to we always told a bit of a story about **Everybody gets to play™**”
-Director of Recreation, Parks, Culture

6. Continue to examine ACCESSIBILITY in your community and adapt accordingly.

**Everybody gets to play™** needs to be a continuous priority in a community for it to thrive. There will always be ways to improve the accessibility of recreation services in your community and **Everybody gets to play™** provides a vehicle through which we can continuously strive to do so.

“You just can’t leave it stagnant, it needs to change and evolve, and you need to continue to find ways to get people active or make aware of the program, or to look at changes that need to occur.”
-Manager, Indoor Recreation Services

For more detailed information about the benefits and barriers to recreation **Everybody gets to play™** Tools produced by CPRA can be found at [http://arpaonline.ca/programs/egtp/#resources](http://arpaonline.ca/programs/egtp/#resources).
**Recreation: A Fundamental Service**

During the last three decades we have seen a shift in the role of recreation. The provision of recreation tends to be more on a model of social enterprise that aims to break-even or make a profit. This has pushed the cost of recreation to such a level that many Albertans can no longer afford to be involved. Although fiscal restraints are partly to blame for this, it also reflects a missing or conflicted philosophical approach to recreation delivery. This approach has tended to undervalue the importance of recreation in our society, moving it to the perimeters. As a result, recreation has become viewed as a discretionary pursuit, rather than one that is fundamental to maintaining a high quality of life.

For recreation to advance to the model of social transformation from which it began, both an increase in resources and a philosophical shift are necessary. Recreation must be viewed as a fundamental service for all Albertans, alongside education and health. We must begin to rethink the funding structures at a provincial, municipal and corporate level.

> “Rethinking funding structures using a more comprehensive lens that links funding to community needs rather than ministry priorities” (Participant, National Recreation Summit Proceedings, 2012).

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<td>At the provincial level, leadership is required to reinstate recreation’s position as a core social service. Recreation must be viewed as a social service alongside health and education and, in turn, investments must be made at the provincial level. Priorities should focus on creating healthy communities, moving recreation to the forefront.</td>
<td>Organizations at the municipal level need to make recreation available to more people in their communities, ensuring accessible recreation is a priority. There must be recognition that a social enterprise model will not support this approach. Budgets therefore have to be adjusted and staff responsibilities designated so there are enough resources allocated to ensure that the recreation provided is accessible to all. Municipal priorities should also be framed through the lens of creating healthy communities moving recreation to the forefront.</td>
<td>The corporate sector has the ability to support upstream strategies such as Everybody gets to play™. The recreation sector must therefore cultivate partnerships with the corporate sector that are centred on social responsibility. Corporate support does not offset the need for support at the government level. However, through these partnerships we can work together in innovative ways to develop and advance communities at a grassroots level.</td>
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> “I think the province needs to clarify its role in supporting the development and delivery of recreation.”  
- Former CEO of the Alberta Recreation and Parks Association

> “Perhaps every municipality needs an access to recreation policy, coupled with champions to give the policy legs” (Participant, National Recreation Summit Proceedings, 2012).

> “At the municipal level, there needs to be a more conscious effort made towards inequities of accessibility and I think that’s what Everybody gets to play™ begins to focus on.”  
- Former CEO of the Alberta Recreation and Parks Association

> “One of the program priorities was, we have to build a relationship with the corporate sector.”  
- Director of Recreation, Parks, and Culture
ARPA aims to continue to help communities become aware of barriers and advocate for equitable recreation. Using Everybody gets to play™, we hope to create consistency and a common language that will provide the momentum necessary to impact the entire province.

Everybody gets to play™ has proved to be invaluable in many communities already and the intention is that as the recreation climate continues to evolve so will Everybody gets to play™. We therefore invite your feedback, thoughts and suggestions regarding what it is ARPA can do to support you and your community in developing or sustaining your Everybody gets to play™ philosophy by filling on an online survey at http://www.surveygizmo.com/s3/980404/Everybody-gets-to-play-Community-Accessibility-Survey

“For us [the program is] invaluable. Nothing would be happening without it. I don’t know what the threshold is anymore but I get $1350 a month on disability. There’s no additional income for things like this. I was actually in tears when they called and said this is a new program, because I couldn’t believe they would do something like this. It’s so important for the kids and relieves so much stress and feelings of guilt, at having to say no, for the parents. It just amazes me, still, I’m really grateful.”
-Mother

“And it’s cool, everyone gets to play. It’s a good idea.”
-Youth, 13
# APPENDICES

## Suggested Roles & Responsibilities

| Government of Alberta | • Secure and allocate funding for recreation, sport, and physical activity.  
| | • Work with the federal, municipal, and other governments through intergovernmental cooperation.  
| | • Recognize and celebrate community leaders and their accomplishments.  
| | • Develop and publish policies that guide activities related to recreation, sport, and physical activity.  
| | • Build, operate, and maintain facilities and infrastructure. |

| Municipal Governments | • Ensure availability, affordability, and accessibility of a broad range of recreation, active living and sport opportunities.  
| | • Undertake regular assessment to determine community needs and interests.  
| | • Work with the provincial government through intergovernmental cooperation.  
| | • Facilitate local development through municipal policy, bylaws, as well as program design and delivery.  
| | • Provide incentives and services to programs.  
| | • Coordinate the best use of community resources.  
| | • Make best efforts to meet the recreation needs of the community.  
| | • Optimize access and use of public recreation facilities.  
| | • Identify and recognize community champions. |

| Not-for-profit | • Design and monitor industry standards.  
| | • Provide leadership and coordination.  
| | • Educate about and advocate for recreation, active living and sport.  
| | • Work with municipal governments to ensure availability, affordability, and accessibility of a broad range of recreation, active living, and sport opportunities. |

| Post secondary | • Research.  
| | • Develop policies that support recreation, active living and sport.  
| | • Educate future recreation, active living, and sport practitioners to ensure core competencies within the field. |

| Individuals | • Make choices about what recreation, active living and sport activities to pursue.  
| | • Take responsibility for health and well-being.  
| | • Provide healthy choices for their families.  
| | • Engage in their communities.  
| | • Become part of the solution by joining conversations about accessible recreation and sharing with decision makers what is needed to ensure increased participation. |

*Roles and responsibilities have been based on, but not limited to those in the Active Alberta Policy as well as recommendations resulting from the Alberta Recreation and Parks Association’s Collaborative Action Project Research.*
Example Community – Everybody gets to play™ Work Plan

Key Duties and Responsibilities
• Maintain processes and further develop relationships with residents who live on low income.
• Maintain and further develop relationships with partners in the community.
• Research initiatives that address barriers to physical activity and healthy eating.
• Communications to department, private sector and residents about – Everybody gets to play™.
• Promote and deliver workshops to increase awareness about Everybody gets to play™.
• Create sustainable funding for Everybody gets to play™ through partners and sponsors from both the public and private sectors.
• Attend and participate in meetings, workshops and seminars relevant to Everybody gets to play™.

Service (Guest / Residents / Staff)
• Provide opportunities for residents and staff to participate in Everybody gets to play™ workshops.
• Communication campaign throughout RPC – develop Everybody gets to play™ presence on Insider.
• Pilot new ways for Everybody gets to play™ participants to get more involved through participation in new initiatives and / or focus groups to identify barriers to physical activity and healthy eating.
• Research barriers specific to Strathcona County and Everybody gets to play™ participants.
• Research other communities’ best practices.

Staff / Leadership
• Educate Strathcona County staff about current and emerging initiatives to show our commitment to Everybody gets to play™.
• Promotions and partnerships to create new relationships as well as strengthen existing relationships.
  • Promote other services to provide more opportunities (Canadian Tire Jumpstart, Sport Central).
  • Partnerships with other County departments to align services and provide seamless processes (FCS, Transit, Library).
  • Partnerships with other agencies to create a referral process (Alberta Social Services, Schools, Churches).
  • Partnerships with other recreation and sport organizations to provide greater access (Minor Sports Groups, Salto, Dance, Martial Arts, etc.)
  • Partnerships with others (U of A) to help identify and understand current and potential barriers Everybody gets to play™ participants face.
• Partnerships with ARPA and U of A PhD to research Everybody gets to play™ program delivery.
• Partnership with local housing co-ops to overcome barriers and provide greater access to programming for their residents.
• Attend local group meetings in Strathcona County and seek collaboration (Youth Connect, Strathcona County Inter Agency, etc...).
<table>
<thead>
<tr>
<th>ALBERTA FUNDING RESOURCE SUMMARY</th>
<th>Individual Grants</th>
<th>Community/Group based grants</th>
<th>Girls Specific</th>
<th>Equipment</th>
<th>Disability Specific</th>
<th>Age Restrictions</th>
<th>Program Registration Fees</th>
<th>Applicable to Not for Profit Organizations</th>
<th>Applicable to Charitable Organizations</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alberta Culture: The Community Initiatives Program (CIP) – Project based grants OR Operating grants</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Religious purposes, private or commercial programs, gaming activities, municipalities are not eligible.</td>
</tr>
<tr>
<td>Alberta Culture: Community Spirit Program</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Goal to increase individual charitable giving. Financial incentives are available for individual donors and recipient organizations.</td>
</tr>
<tr>
<td>Alberta Culture: Other Initiatives Program</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Provides support to Alberta projects which cannot be funded under the criteria or existing funding levels of other Alberta Lottery Fund grant programs.</td>
</tr>
<tr>
<td>Alberta Foundation for the Arts: Community Support Organizations Project and Operations Grants</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Municipalities are not eligible.</td>
</tr>
<tr>
<td>Alberta Sport, Recreation, Parks and Wildlife Foundation: Development Initiatives Program (DIP)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>For-profits, Municipalities, operational and administration costs, travel costs, prizes, print materials, debt reduction and personal items are not eligible.</td>
</tr>
<tr>
<td>The Brick Sport Central</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Referral process</td>
</tr>
<tr>
<td>Canadian Tire - Jumpstart</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Applications can be submitted January 15-June 1 for spring/summer programs, and July 1-November 1 for fall/winter programs.</td>
</tr>
<tr>
<td>Canadian Women’s Foundation: Girls’ Fund Grants</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Government, profit-based organizations, fundraising, emergency funding, conferences, films, videos, capital campaigns or expenditures, research, self-defense are not eligible.</td>
</tr>
<tr>
<td>The Children’s Ability Fund</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Travel, fundraising, deficits and operational costs are not eligible expenditures.</td>
</tr>
<tr>
<td>Community Foundation Grants</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td><em>Alberta Community Specific</em> Fundraising, debt, religious activity, political purpose, research, travel and conferences, scholarships are not eligible expenditures.</td>
</tr>
<tr>
<td>Funding Opportunity</td>
<td>Individual Grants</td>
<td>Community/Group based grants</td>
<td>Girls Specific</td>
<td>Equipment</td>
<td>Disability Specific</td>
<td>Age Restrictions</td>
<td>Program Registration Fees</td>
<td>Applicable to Not for Profit Organizations</td>
<td>Applicable to Charitable Organizations</td>
<td>Additional Information</td>
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<tr>
<td>---------------------</td>
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<td>----------------</td>
<td>--------------------------</td>
<td>---------------------------------------------</td>
<td>---------------------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>The Donner Canadian Foundation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>Does not regularly respond to letters of inquiry or unsolicited requests for funding.</td>
</tr>
<tr>
<td>The Forzani Group Foundation – Power of Sport for Kids</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>5-18</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>Faith-based organizations, individuals are not eligible.</td>
</tr>
<tr>
<td>General Mills: Champions for Healthy Kids</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>Youth</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td>Grants are awarded to non-profit organizations working to improve nutrition and physical fitness behaviors for youth.</td>
</tr>
<tr>
<td>In Motion Network: Go Girl Event Grants</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>Teens</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>Max: $2500. Purchase of capital items, wages and salaries related to administration are not eligible expenditures.</td>
</tr>
<tr>
<td>In Motion Network: Girls in Motion Event Grants</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>10-14</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>Purchase of capital items, wages and salaries related to administration are not eligible expenditures.</td>
</tr>
<tr>
<td>KidSport Alberta</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>Under 18</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>Grants apply to low-income families only.</td>
</tr>
<tr>
<td>Municipalities</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td><em>Alberta Community Specific</em> Contact your local municipality for grant opportunities.</td>
</tr>
<tr>
<td>Royal Bank of Canada - After School Grants</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>6-18</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td>Private or independent schools are not eligible.</td>
</tr>
<tr>
<td>Rural Alberta Development Fund</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Organizations outside of Edmonton and Calgary. Project applicants must provide 25% or more of the overall cost of the project.</td>
</tr>
<tr>
<td>Sogo Active</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>13-19</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>Short term events: $250, Long term events: $500</td>
</tr>
<tr>
<td>Sun Life Financial - Philanthropy Program</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>Individuals, Religious organizations, Service Clubs, Educational institutions, Advocacy or special interest groups, Fundraising, Debt reduction, Conferences, seminars and workshops, Sport clubs/teams/events are not eligible.</td>
</tr>
<tr>
<td>YMCA - Opportunity Fund</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td><em>Alberta Community Specific</em> Contact your local YMCA for grant opportunities.</td>
</tr>
</tbody>
</table>

A detailed description of each funding opportunity is provided on the following pages.
**Alberta Culture:**

**The Community Initiatives Program (CIP)**

Supports project-based initiatives in areas such as community services, senior’s services, libraries, arts and culture, sports, education, health and recreation. The maximum grant will be $75,000 per project per year. CIP Application Form and CIP Guidelines The CIP application form can be downloaded and printed. Applications can be made any time throughout the year. CIP funding is approved on a matching grant basis. The matching requirement may be met in the form of any contribution of money, volunteer labour, services, or donated materials or equipment for the project. If a group can demonstrate significant difficulty in raising matching funds, up to $10,000 will be considered on a non-matching basis.

Phone: 780-422-9598
Toll free at 1-800-642-3855
Edmonton Area: 780-422-9574
Rural Alberta: 780-422-9578
Calgary/Banff Area: 403-297-3489
http://culture.alberta.ca/grantprograms/default.aspx

**Community Spirit Program**

The goal of the program is to increase individual charitable giving. The program is donor-driven, meaning it recognizes and encourages Albertans to support their favourite organizations.

The donation grant provides an opportunity for eligible non-profit and/or charitable organizations to receive a provincial grant. The grant is based on total annual cash donations from individual Albertans that have been received by an eligible organization over a 12-month fiscal period. The grant can be used to support an organization’s operations, programs and/or capital projects. The maximum grant available is $25,000 up to a maximum of $50,000 over three years. A minimum total of $1,000 in eligible cash donations needs to be received prior to applying for a grant.

Phone: 780-644-8604
Toll Free calls can be made first by dialing 310-000
http://www.affta.ab.ca/organization-operational-grant-program.aspx

**Other Initiatives Program**

The Other Initiatives Program provides support to worthy Alberta projects which cannot be funded under the criteria or existing funding levels of other Alberta Lottery Fund grant programs. Through this program, support may also be provided to national and international projects, such as disaster relief initiatives.

Northern Alberta - 780-422-9705
Central/Southern Alberta - 780-422-9578
Calgary Area - 403-297-3489
Edmonton Area - 780-422-9574
Toll-free at 1-800-642-3855
http://culture.alberta.ca/otherinitiativesprogram/

**Alberta Foundation for the Arts:**

**Community Support Organizations Project and Operations Grants**

This grant stream assists not-for-profit community organizations whose primary activity is the support and promotion of the arts with annual operating expenses. Community support organizations are those organizations whose primary activity is to provide programs and services to an artistic community working in the literary arts, visual arts, performing arts, cultural industries and film/video arts; and/or a community with limited arts opportunities.

Phone: 780-427-9968
Toll Free calls can be made first by dialing 310-000
http://www.affta.ab.ca/organization-operational-grant-program.aspx

**Alberta Sport, Recreation, Parks and Wildlife Foundation**

**Development Initiatives Program (DIP)**

The purpose of the program is to provide financial support to Albertans in the areas of sport, recreation, parks and wildlife for project and program related endeavors. Submission Deadlines are January 1st, May 1st, October 1st.

Phone: 780-644-3616
http://www.asrpwf.ca/grant-funding-programs/development-initiatives-program.aspx
Alberta Recreation and Parks Association

The Brick Sport Central
Formed in 1991 by a group of community minded individuals who wanted to see children in need have access to necessary sport equipment and have the opportunity to participate in the sport of their choice. Their primary goal is to gather, recycle and redistribute equipment to those kids who would otherwise be denied the opportunity to participate. Sport Central distributes all kinds of sport equipment to kids in need, including Hockey, Skates, Bicycles, Soccer, Softball, Rollerblades, Racquettes, Snow Sliders and many other types of gear.

Phone: 780-477-1166
http://www.sportcentral.org/

Canadian Tire: JumpStart
The Canadian Tire JumpStart program focuses on helping individual children become involved in organized sports and recreational activities to help them develop a healthier lifestyle in their younger years. Canadian Tire JumpStart is a charitable program that helps kids in financial need aged 4 to 18 participate in organized sport and recreation activities. Canadian Tire JumpStart delivers support to children through a Canadian-wide network of local chapters. These chapters are comprised of community partners such as local youth organizations who are in a position to identify children in financial need. Together, these community partners use a confidential process to select and refer children who meet the criteria and who could benefit from the program. This model enables Canadian Tire JumpStart to maintain integrity in the process and to ensure that funding is delivered right to children who fit with our criteria. Parents do not apply directly to the program to obtain funding for their children.

Phone: 1-877-616-6600
http://www.canadiantire.ca/jumpstart/funding.html
The Donner Canadian Foundation

The Foundation uses this information – along with proactive research and input from advisors – in its search for high-potential projects. To inform this search, charitable organizations may send the Foundation’s Executive Director a two- to three-page description of their goals and programs. If there is a potential match between this work and the interests of the Foundation, Staff will contact the charity for more information.

Phone: 416-920-6400
http://www.donnerfoundation.org/granting.htm

The Forzani Group Foundation: Power of Sport for Kids Program

The intent of The Power of Sport for Kids Program is to provide groups of underprivileged, disadvantaged and at-risk children who may not otherwise have access to sporting equipment with the equipment they need to give them the opportunity to play and enjoy sports. The Program Sponsors will work with the selected organizations to develop a sporting goods wish list that would have the most impact for the children.

Email: kids@fglsports.com

General Mills: Champions for Healthy Kids

Funding priorities for the Champions Grant program will be non-profit registered charitable organizations that work in the areas of youth fitness and nutrition. 25 grants of up to $5000.00 will be awarded across Canada each year.

Phone: 1-800-248-7310

InMotion Network: Go Girl Event Grants

Go Girl events provide a unique opportunity for communities to reach out to their teen girls. Communities are encouraged to apply for a grant to host such an event. InMotion Network provides Go Girl grants up to a maximum of $2500.

Phone: 780.644.5613
**InMotion Network:**

**Girls In Motion Grants**

‘Girls in Motion’ is a “girl-friendly” program that provides high-quality recreational, sport/physical activity programs specifically for girls ages 10-14 in Alberta. Girls in Motion programs are community run and organized and are made to order based on the needs of individual communities. Communities are encouraged to apply for a grant to address the needs of inactive girls and those girls who are unable to access activity programs due to limitations of income, location, culture, family, perceived ability etc.

Phone: 780.644.5613

**KidSport Alberta**

KidSport believes that all children should be given the opportunity to experience the positive benefits of organized sport. KidSport provides support to children and youth under the age of 18 in order to remove the financial barriers that prevent them from playing organized sports.

Phone: 780-644-1896
www.kidsport.ab.ca

**Municipalities**

Several Alberta communities have city/town recreation passes that provide access to municipal recreation centers. Contact your municipality for more information.

**Royal Bank of Canada:**

**After School Grants**

Offering funding for structured, supervised activities in an environment that provides what RBC has termed “3S’s”: Safety, Social Skills, Self-esteem.

http://www.rbc.com/donations/after-school.html

**Rural Alberta’s Development Fund**

Only projects that contribute to the growth, prosperity or quality of life of rural Alberta will be considered. A project must demonstrate how it supports the community and it must involve the community and/or communities where it is to be implemented. The Fund defines ‘rural’ as the approximately one million Albertans who live outside of Calgary and Edmonton. Project applicants must provide 25% or more of the overall cost of the project. The Fund’s minimum contribution level is $50,000 and its maximum is $5 million.

Toll Free: 1-877-940-7233
Edmonton Area Phone: (780) 436-9585
E-Mail: info@ruralalbertasfund.com
www.ruralalbertasfund.com

**Sogo Active**

Sogo Active, a program created from the collaboration between ParticipACTION, Coca Cola and an advisory committee of youth, aims to inspire Canadians aged 13-19 to become more active. Striving to eliminate the inactivity crisis that is plaguing Canada, Sogo Active helps youth to take initiative and identify creative, exciting ways to add daily activity into their lives.

The Alberta Recreation and Parks Association (ARPA) has been a Provincial Coordinator for Sogo Active in the province of Alberta since 2008. The organization acts as a liaison between Communities and ParticipACTION, accepting grant applications and assisting with the promotion of the Sogo Active program.

Alberta Representative: (780) 638-2915
http://arpaonline.ca/program/sogo-active/
www.sogoactive.com

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http://www.rbc.com/donations/after-school.html
Sun Life Financial: Philanthropy Program
This program gives priority to matters of health, but they will continue to support Canadian arts and culture, and in appropriate circumstances, education. Their health causes will lean towards illness prevention, fitness, rehabilitation, care of the sick, medical research, nutrition and aging. Their arts and culture causes will lean towards supporting organizations engaged in programs that enhance the cultural life of our communities, such as the performing or visual arts. They may initiate funding opportunities with educational institutions at the post-secondary level. Programs to be funded are expected to fall within the field of health sciences, or to focus on areas specifically related to Sun Life Financial’s business.

Phone: 416-979-6096
http://www.sunlife.ca/Canada/sunlifeCA/About+us/Corporate+responsibility/Philanthropy+program+guidelines?vgnLocale=en_CA

YMCA: Opportunity Fund
YMCA wants everyone to have the opportunity to take part in its programs and enjoy its facilities and services. Assistance is available at YMCA branches and program sites for those who feel they would benefit from joining the YMCA, but are financially unable, not unwilling, to pay the full general membership and/or program fees. The YMCA Opportunity Fund is partly supported by dollars raised annually through YMCA Strong Kids Campaign. It is through the outstanding generosity of our YMCA family and friends that everyone can have a YMCA experience. Please contact your local YMCA for more information.