

SPOTLIGHT GRANT APPLICATION GUIDE

2022



FEMMES ET SPORT AU CANADA
CANADIAN WOMEN & SPORT

Funded by the
Government
of Canada

Canada

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GRANT OVERVIEW



What is the Spotlight Grant?

Canadian Women & Sport's Spotlight Grant aims to shine a light on girls, women and gender-diverse individuals who typically don't get the access, support, or funding they need to fully participate in sport and physical activity.



How much funding is available?

There are three levels of funding available: \$5,000, \$25,000 and \$50,000. A total of \$1.7 million will be given out.



When can I apply?

Spotlight Grant applications open Tuesday, October 11, 2022 and close Monday, November 14, 2022 at midnight Eastern Time.



SECTION 1: ABOUT THE SPOTLIGHT GRANT

Why the Spotlight Grant?

Canadian Women & Sport's Spotlight Grant aims to shine a light on girls, women and gender-diverse individuals who typically don't get the access, support, or funding they need to fully participate in sport and physical activity.

The Spotlight Grant is part of the [Community Sport for All Initiative](#) which seeks to remove barriers and increase sport participation rates for underrepresented communities. This project has been made possible in part by the Government of Canada.

Who is the Spotlight Grant for?

This grant is for community sport and physical activity organizations who are working to remove barriers and expand opportunities for girls, women, and gender-diverse participants from the following communities:

- 2SLGBTQIA+
- Black
- Indigenous, First Nations, Inuit/Inuk, Métis, Other
- Racialized
- Low-income
- Persons with a disability
- Newcomers (in Canada 5 years or less)

To be eligible for the Spotlight Grant, a **minimum of 80% of participants** in the initiative must identify with or belong to the communities listed above.



SECTION 1: ABOUT THE SPOTLIGHT GRANT

What type of initiatives can be funded?

The Spotlight Grant aims to fund initiatives that:

- Help keep girls, women, and gender-diverse individuals participating in sport and physical activity.
- Increase the leadership capacity or representation of girls, women, and gender-diverse individuals in sport and physical activity.
- Enhance an organization's capacity for gender equity and inclusion.

Canadian Women & Sport recognizes that the commonly used definition of sport doesn't give space to all forms of physical activity and recreational programming. Our definition of sport includes cultural programs, land-based programs, play and game-based programs, as well as programs that support reconnecting with one's identity. We welcome applications that support these types of programming.



SECTION 1: ABOUT THE SPOTLIGHT GRANT

What funding is available?

Three funding tiers are available for the Spotlight Grant. Multiple grants will be awarded in each tier:



A total of **\$1.7 million** will be given out.

Additional details regarding the requirements for each tier can be found in the eligibility section below.

When can I apply?

Applications open on Tuesday, October 11, 2022 and close Monday, November 14, 2022 at midnight Eastern Time.



SECTION 2: ELIGIBILITY

Important Considerations & Required Information

To be eligible for the Spotlight Grant, a minimum of 80% of participants in the initiative must identify with or belong to the following communities:

- 2SLGBTQIA+
- Black
- Indigenous, First Nations, Inuit/Inuk, Métis, Other
- Racialized
- Low-income
- Persons with a disability
- Newcomers (residing in Canada 5 years or less)

All applicants must provide a business number issued by the CRA.

Grant funding must be spent by March 2023.

Organizations can submit multiple applications, including separate applications for each tier, however organizations will only be funded once by the Spotlight Grant.



SECTION 2: ELIGIBILITY

Eligibility requirements are the same for all funding tiers but the applications are slightly different. While all applicants will need to give information on their initiative's budget, the \$25K and \$50K tiers require additional information including:

- Financial documents.
- For \$50K applicants, a Letter of Support from a partner organization or community leader who can attest to your organization's experience delivering safe, quality, inclusive programming for girls, women and/or gender-diverse individuals from the communities you are seeking to serve. Please see the Evaluation Criteria section below for more details.

Canadian Women & Sport may reach out to verify any information provided.

Applications received after November 14, 2022, will not be considered.



SECTION 2: ELIGIBILITY

Who is eligible?

Community-serving, non-profit or charity organizations who are led by, or directly serving girls, women and/or gender-diverse individuals from the priority communities listed above are encouraged to apply.

Organizations must have a business number.

Examples of eligible organizations include:

- Associations
- Charities
- Community organizations
- Indigenous Communities
- Multi-sport organizations
- National sport organizations
- Non-profits
- Religious organizations
- Sport or physical activity clubs

If you are a community group that does not have a business number, consider partnering with a local organization to be your fiscal sponsor (ex. Friendship Centres, Settlement Agencies, etc.). The fiscal sponsor would be accountable for all grant requirements (e.g., accepting funds, reporting, etc.).

Important to note: We have received feedback that the previous \$1 million dollar eligibility limit was restrictive to organizations working in and for communities so as a result of that feedback have altered our eligibility requirements to serve those who are intended to benefit from this opportunity. The intention of this grant is to build capacity for community organizations to serve their communities. Priority will be given to organizations who work at the community level.



SECTION 2: ELIGIBILITY

Who is *not* eligible?

The following organizations are not eligible for the Spotlight Grant:

- X Schools
- X Municipalities
- X Individual applicants are not eligible for funding for personal use
- X Initiatives serving communities outside of Canada
- X International organizations

What can you spend the grant funds on?

The Spotlight Grant can fund the following expenses directly related to your initiatives' activities including:

- Compensation for human resources (i.e., salaries and benefits, facilitator honoraria, etc.)
- Venue costs
- Marketing and communications
- Travel costs
- Equipment costs
- Participant and/or leader training
- Registration fees
- Data collection and storage
- Childcare

Administrative costs (i.e., % of audit, % of bookkeeping, % of insurance) must be less than 20% of the overall project budget



SECTION 2: ELIGIBILITY

Eligible expenses are to be planned and expensed reasonably and fairly, using the most cost-effective approaches to ensure value for money. Frivolous or misuse of funds may result in ineligibility and/or requirement to return the funds.

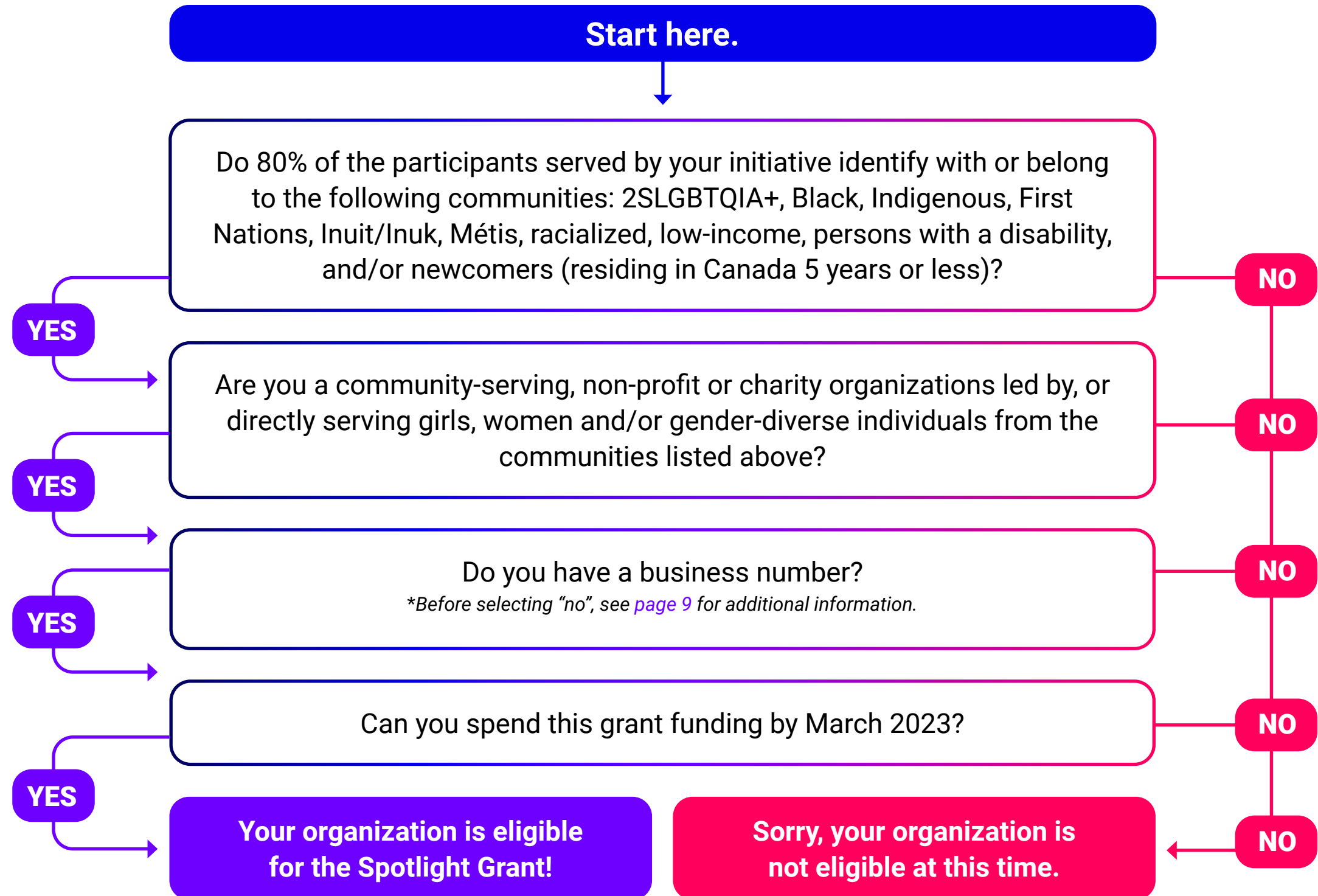
What can't you spend the grant funds on?

- Costs incurred before September 2022 or after March 31, 2023
- Entertainment costs (i.e., gifts, celebrations, thank yous)
- Prize monies/awards
- Insurance claims, legal fees or claims, tickets or fines
- Severance costs, bonuses, commission, recruitment fees
- Legal or illegal substances (i.e., liquor and alcohol costs, cannabis, drugs)
- Investments or fund developments
- Capital assets or capital investments



SECTION 2: ELIGIBILITY

CHECK IF YOU ARE ELIGIBLE



Applicants must meet all the above requirements to be eligible.



SECTION 3: APPLICATION DEVELOPMENT & SELECTION PROCESS

How was the grant application developed?

Canadian Women & Sport established the Spotlight Advisory Committee to help ensure a variety of perspectives inform the development of the application, the review process, and the final decision-making. The Committee is made up of individuals with diverse lived and professional experience and intersecting identities. Committee members work in various capacities across the country both within and outside of sport.

The Spotlight Advisory Committee is represented by the following people:

- Andrew Paris – Coaching Lead, Equity, Diversity, Inclusion & Mentorship, Canadian Sport Institute Atlantic (He/Him), NS
- Carreira Lamoreux, Director of Special Projects, MASRC (Manitoba Aboriginal Sport & Recreation Council), (She/Her), MB
- Cassandra Manuel – Provincial Recreation and Sport Inclusion Project Manager, Recreation Nova Scotia (She/Her), NS
- Emily O'Connor – Director of High Performance Operations, Cycling Canada (She/Her), ON
- Fiona Huang - MHS in Medical Physiology Candidate, Department of Physiology, University of Toronto, ON
- Gabby Faoro – High Performance Coordinator, Cycling Canada, (She/Her), ON
- Kalyani Vartak, Ph.D. - Researcher, AXDEV Group Inc., (She/Her), QC



SECTION 3: APPLICATION DEVELOPMENT & SELECTION PROCESS

- Kiruthika Rathanaswami - Adult Programs Manager, Volleyball B.C., (She/Her), BC
- Mardi Daley, Youth Engagement Facilitator of Lived Experience Lab, (She/Her), ON
- Shannon Dunfield - Chair of ISCA (Indigenous Sport Council of Alberta) and President, NAIG Council, (She/Her), AB

How will applications be reviewed and selected?

All incoming applications will be reviewed by at least two trained reviewers from the Spotlight Advisory Committee. The Committee will then develop shortlists for each tier. Shortlisted applications will be reviewed again by the Canadian Women & Sport Selection team.

All Spotlight Committee members and Canadian Women & Sport staff will complete unconscious bias training and disclose any conflicts of interest to maintain a fair and equitable process for all applicants.

Unfortunately, not all organizations can be funded, and some may not be funded at the funding tier requested. Informed by the evaluation scores, Canadian Women & Sport will proportionally distribute funds with consideration for communities served and geography. Example: if 15% of the total applications received are from Saskatchewan, then roughly 15% of the grant funding will be distributed to applicants from Saskatchewan who meet the granting criteria.

Due to our team's capacity and the volume of applications, we will, unfortunately, **not be available to provide feedback on individual applications.**



SECTION 3: APPLICATION DEVELOPMENT & SELECTION PROCESS

While we have done our best to design an impartial and equitable review and selection process, our experience is that we will receive far more deserving applications than we can fund. We hope that by being transparent with our process you gain a deeper understanding of how decisions are made and join us in celebrating those who are selected.

How will applications be evaluated?

Funding Tier	Application Question	Evaluation Focus
All tiers	Describe the girls, women and/or gender-diverse participants from the communities you are seeking grant funding for. What are their barriers or enablers to sport and physical activity participation?	Demonstrates an understanding of who the participants are, what keeps them from participating, and what helps them to participate in sport/physical activity.
All tiers	Describe your organization's relationship to, and/or with the community(ies) that you will be serving through your program.	Details how the organization is representative of the community(ies) being served. OR Demonstrates a successful history of building relationships and working collaboratively and positively with the community(ies) who will be served through this initiative.



SECTION 3: APPLICATION DEVELOPMENT & SELECTION PROCESS

Funding Tier	Application Question	Evaluation Focus
All tiers	People (e.g., program leaders, coaches, facilitators, volunteers) – Describe the background and/or qualifications of those who will be delivering the program.	Demonstrates a consideration for what is beneficial and/or necessary from program leaders (ex., safety practices, training, relationships, representation, etc.).
All tiers	Places – Describe the physical space where this program will take place and the steps you will take to ensure that the space is physically accessible, inclusive, and safe.	Demonstrates consideration and planning for the accessibility, inclusivity, and safety of the physical space.
All tiers	Places – Describe the protection and practices that are in place to ensure the environment is accessible, inclusive, and safe.	Demonstrates consideration and planning for making the social and emotional environment accessible, inclusive, and safe (e.g., Rule of 2, Sharing Circle, etc.)
All tiers	Programs – Describe the program and/or related activities you are seeking to fund with this grant.	<p>Activities demonstrate a clear connection to the impact goals selected in the above question.</p> <p><i>*We welcome all forms of sport, physical activity and recreation programs including wellness programs, land-based programs and those that focus on reconnecting with community and personal identity.</i></p>



SECTION 3: APPLICATION DEVELOPMENT & SELECTION PROCESS

Funding Tier	Application Question	Evaluation Focus
All tiers	Programs – Describe how the program and/or related activities meet the needs of participants, are developmentally appropriate, fun, or challenging.	Demonstrates an understanding of how to intentionally create a program/environment that considers the needs of girls, women and/or gender-diverse individuals (e.g., creating a sense of belonging, developmentally appropriate, fun, challenging, etc.) and/or addresses the barriers that were outlined in the question above.
All tiers	Please provide a program budget.	How effectively does the budget demonstrate reasonable and appropriate allocation of funds?
\$25K & \$50K	What kinds of challenges do you anticipate to building and/or executing your program? What is your plan B, etc. for the challenges?	Demonstrates an understanding of the risks associated with the initiative and how to effectively plan for those so the program doesn't stop because of the challenge.
\$25K & \$50K	What do you hope will be the lasting impact of your program?	Demonstrates an understanding of some of the key ways in which the organization wants to help/inspire/better the community in the future through the proposed program.
\$25K & \$50K	Thinking about your impact goals (from the question above), tell us how you will monitor the program and know if it is successful?	Demonstrates an understanding of how to measure the success of the initiative in a way that is culturally appropriate.



SECTION 3: APPLICATION DEVELOPMENT & SELECTION PROCESS

Funding Tier	Application Question	Evaluation Focus
\$25K & \$50K	Financial Documents	Review to understand financial management capacity and history.
\$50K	Letter of Support	Review to understand the organization's reputation in the community.

What funding tier is right for our organization?

The short answer is that it depends on what you are looking to fund – not the size of your organization. If you have a reasonable plan for the grant funds you are applying for and can meet the expectations of grant recipients (see “[Funded Applicant Checklist](#)” on pg. 21), you are welcome to apply for any funding tier that makes the most sense for your organization's initiative.

Example A: You could be a smaller organization that requires funding for a full season program (e.g., leader training, leader compensation, subsidizing registrations costs for participants, venue costs, etc.).

Example B: You could be a larger organization that needs \$5,000 to support one piece of a larger program that has other sources of funding (e.g., purchasing gender-specific equipment for your program).



SECTION 3: APPLICATION DEVELOPMENT & SELECTION PROCESS

Application Resources

- [Link to downloadable app questions](#)
- [Budget template](#)
- [Letter of support template.](#)

Helpful Resources

- [Same Game: A Step-By-Step Toolkit to Bring Your Gender Equity Vision to Life](#)
- [She Belongs](#)
- [Engaging Newcomer Girls & Women: Physical Activity & Sport Handbook](#)
- [Gender Equity LENS e-module](#)
- [Keeping Girls in Sport e-module](#)
- [Indigenous Communities: Active for Life](#)
- [Quality Sport for Communities and Clubs](#)
- [Anti-racism in Coaching e-module](#)
- [NCCP Coaching Athletes with a Disability](#)

Helpful Organizations

- [Canadian Centre for Gender and Sexual Diversity](#)
- [Canadian Centre for Diversity and Inclusion](#)
- [Canadian Centre for Ethics in Sport](#)
- [Respect Group Inc.](#)
- [Sport for Life](#)
- [Women's Sports Foundation](#)



SECTION 4: **ACCESSIBILITY, INCLUSION & PRIVACY**

Accessibility & Inclusion

Canadian Women & Sport is committed to providing equitable access to our programs and services. To learn more, please read our policies.

- [Equity, Diversity and Inclusion Policy](#)
- [Accessibility Policy](#)
- [Official Languages Policy](#)

Should you require accommodation to support completing your application, please email us at spotlightgrant@womenandsport.ca.

Privacy Policy

All personal and contact information shared with Canadian Women & Sport through the Submittable application platform will be kept private and confidential. Any data collected will only be shared in summary form and not used to identify any individual or organization.

Details on your proposed initiative will be shared with our Advisory and Review Committees for the purposes of decision-making.

For more information, please review our [Privacy Policy](#).



SECTION 5: ACCEPTED APPLICANTS

What can I expect if my application is accepted?

Recipients will be required to confirm their acceptance of funding in mid-late December, 2022.

Once confirmed, the list below outlines the requirements of, and opportunities for, Spotlight Grant funded organizations.

Funded Applications Checklist

All Spotlight Grant recipients will be required to:

Sign a funding agreement and provide financial information to Canadian Women & Sport.

Spend grant funding by March 31, 2023.

Publicly acknowledge in all communication and promotional activities:

- Canadian Women & Sport for the financial support received, and;
- The Government of Canada for the financial support received **in both French and English**
 - Please note, recipients must notify the Government of Canada three days before any public announcement are made about being awarded the Spotlight Grant to their community (this includes on social media).
- *More information will be provided in the Recipient Package, including templates in both French and English of recognition requirements, and access to the Canadian Heritage & Canadian Women & Sport logos.*



SECTION 5: ACCEPTED APPLICANTS

Complete the [Gender Equity LENS e-learning module](#).

Attend the Spotlight Grant Community of Practice session with fellow grant recipients in Feb/Mar 2023.

Notify Canadian Women & Sport if there are any significant changes to your proposed initiative and budget.

Complete a final Spotlight Grant Impact Report.

Manage all finances and partnerships associated with the Spotlight Grant.

SECTION 6: HOW TO APPLY



WHEN YOU ARE READY TO APPLY

Step 1

Read the application guide and ensure your initiative meets the grant eligibility.

Step 2

Ensure you have all required information and documents prepared for your application:

- Two representatives in your organization ready to include as contacts for the application.
- Business number.
- Access to financial and budget information.
- For the \$50K applicants, your letter of support.

Step 3

Start your application! Once you have created an account through our application portal, you can save your work and return to complete your application anytime before November 14, 2022 at midnight ET. You will also be able to login at any time to check the status of your application.

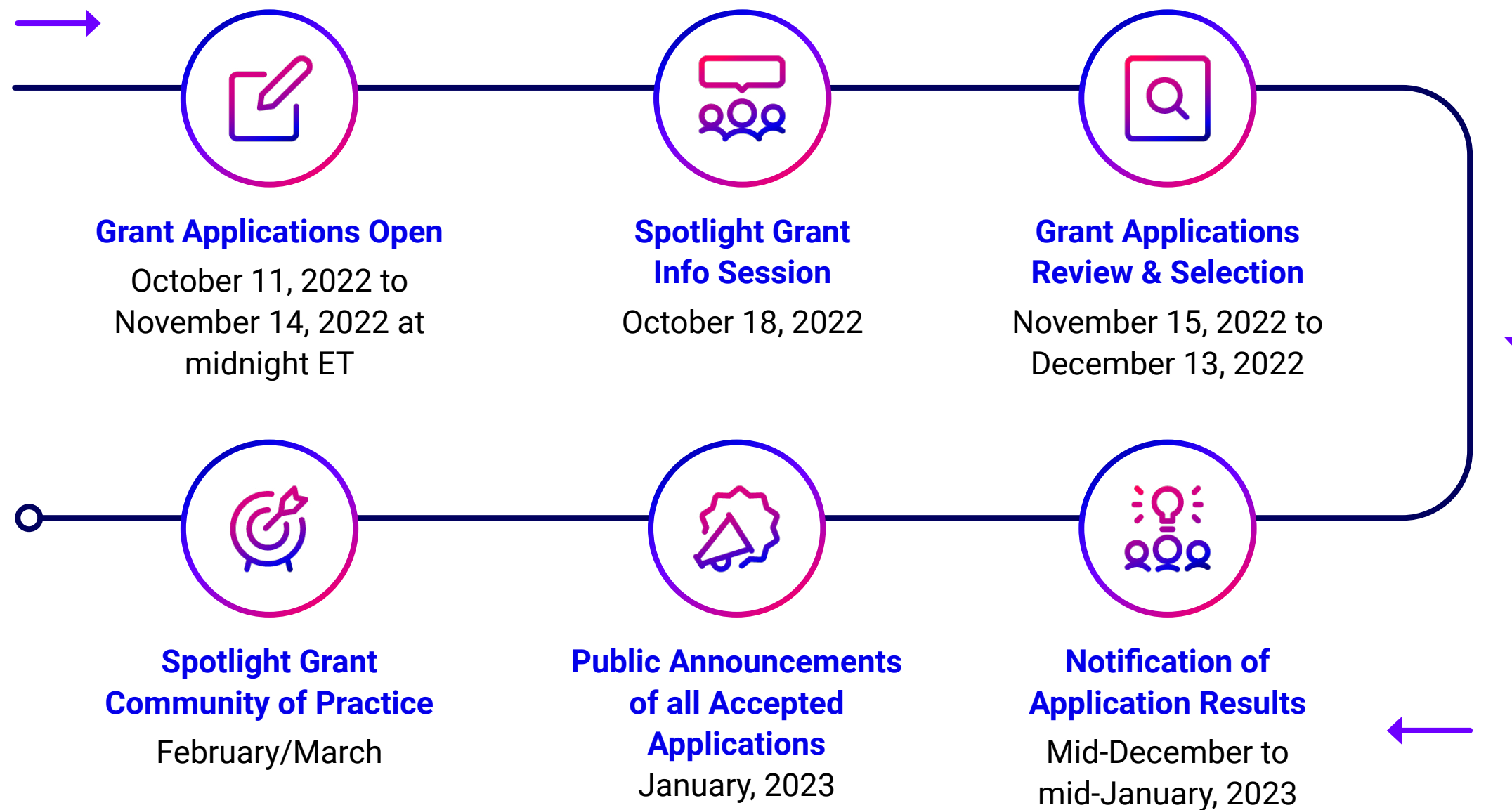
Step 4

Ensure your application is complete and press submit.

SECTION 6: HOW TO APPLY



Grant Timeline



Key Terms

For definitions for some of the language used throughout this guide, please refer to our [Glossary of Terms](#).



FREQUENTLY ASKED QUESTIONS

When does the grant open for applicants?

The Spotlight Grant will be open for applications from October 11, 2022 until November 14, 2022 at midnight ET.

Who can apply for the Spotlight Grant?

The Spotlight Grant is available for community organizations who are intending to serve a minimum of 80% of participants from the following communities:

- 2SLGBTQIA+
- Black
- Indigenous, First Nations, Inuit/Inuk, Métis, Other
- Racialized
- Low-income
- Persons with a disability
- Newcomers (in Canada 5 years or less)

When will organizations hear back on the status of their application?

All applicants will be notified of the status of their application by early-mid January, 2023.



FREQUENTLY ASKED QUESTIONS

Can I apply to all three tiers of the Spotlight Grant or submit multiple applications for different projects or activities?

Yes, however, your organization is only eligible to receive one grant.

Can I submit my application or other supporting documents to Canadian Women & Sport by email?

Applications will **only be** accepted via our Submittable grant platform. Should you require accommodation to use this platform, please email us at spotlightgrant@womenandsport.ca.

Are written applications the only way to submit?

Yes, however, if you require accommodation to complete the application through the platform, please email us at spotlightgrant@womenandsport.ca.

Does the organization need to only serve girls/women/gender-diverse to be eligible?

We welcome both organizations that have a mandate to serve girls/women/gender-diverse individuals as well as organizations who serve all genders to apply.



FREQUENTLY ASKED QUESTIONS

If there is a project that was funded already and is now complete and an organization wants to continue it further by changing/modifying it, are they eligible?

Yes! As long as you meet the other above criteria.

After reading through the application guide, I still have a question about my application. Who should I contact?

Please contact us at spotlightgrant@womenandsport.ca.

For More Information

If you have read through this application guide and have further questions, please contact us at spotlightgrant@womenandsport.ca. Our team will do our best to respond to all questions within two business days.

SPOTLIGHT GRANT APPLICATION GUIDE

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