

British Columbia Sport Participation Program Proposal to Sport Canada for 2012-2015

TITLE: British Columbia Sport Participation Program

Initiative Overview

Since 2004, the British Columbia Government in partnership with the Government of Canada has funded the BC Sport Participation Program (BCSPP). This program supports the Canadian Sport Policy's (CSP) goal of enhancing sport participation and enhancing the capacity to deliver these sport programs in British Columbia.

The BCSPP will focus on the CSP 2012 Goal of Introduction to Sport to ensure British Columbians have the fundamental skills, knowledge and attitudes to participate in organized and unorganized sport with specific emphasis on persons from traditionally underrepresented and/or marginalized populations.

Our programs will follow the Canadian Sport 4 Life model with emphasis on the Active Start, Fundamentals and Active for Life stages.

British Columbia Sport Participation Results

The first four-year program cycle (2003-2007) funded 23 organizations and resulted in over 86,000 new participant opportunities and over 4,800 coaches and leaders trained in 110 different communities. The second three-year cycle (2007-2010) funded 33 organizations and resulted in over 179,000 new participant opportunities and over 6,900 coaches and leaders trained in 120 communities.

In 2011-12, the dollars invested 27 BCSPP projects and three Aboriginal Sport Participation Program projects. By funding projects that value healthy sport development for new participants, the result:

- Increased participation (over 50,000 new participation opportunities)
- Built capacity (over 2,000 coaches/leaders trained in 127 communities)
- Improved sustainability (created resources, formed unique partnerships)
- Built relationships and enhanced collaboration (within projects and project leaders, within the sport sector, and between schools, clubs and other partners in delivery)

2012-2015 Program Goals (Needs and Rationale)

The program funding over the past few years has enabled our delivery stakeholders to develop and distribute resources, build capacity and pilot and implement the programs. Within this time period lessons have been learned and relationships and partnerships have been developed to engage more communities and new participants to participate in the sport programs.

For the ensuing 2012-2015 years, the intended focus of the funding would be directed to support the following government and provincial stakeholders sport participation goals which directly support the goals of the new Canadian Sport Policy.

1. Northern BC Sport Strategy

With Prince George hosting the 2015 Canada Winter Games and the need for sport development in Northern British Columbia, Government wishes to use the momentum of these Games to increase sport participation in the north as well as increasing coaching, officiating and volunteer development which have been identified as priorities in the Northern BC Sport Strategy (being developed by northern sport partners, led by PacificSport North).

2. Target Populations

The primary target group will continue to be children and youth, with particular emphasis on expanding opportunities for:

- girls
- aboriginal youth
- children and youth in inner-city areas
- those with physical and intellectual disabilities; and
- seniors

3. Delivery Path of Programming

Delivery of sport participation initiatives will continue to focus in two areas:

- School-Based delivery building on current fundamental and sport skill development initiatives and linking with other government priorities and programs such as the Governments After School Sport Initiative, to introduce children and youth to sport and move them into community sport programs.
- Community-Based delivery that helps provincial sport organizations and local sport service providers reach new participants through links with recreation centres and other community groups.

Funding will be directed to expanding currently funded programs as well as funding new programs that help meet the intended outlined BC Sport Participation goals.

2012 - 15 Funding Allocation and Proposed Programming

Preference will be given to programs that address one or more of the following items:

- Create new organized sport participation opportunities for targeted populations
- Enhance or build the delivery of sport in communities and/or through schools, with emphasis on the out-of-school time period and teacher training
- Support program expansion in the northern regions of British Columbia (BC Games Zone 7 & 8)
- Develop multi-sport program partnerships
- Demonstrate a commitment to attracting additional revenue and resources to ensure long-term program sustainability

Identification of recipients of the 2012/15 funding will be accomplished through reviewing and selecting (through a panel) submitted applications that will best meet the BC Sport Participation Program goals.

Through the delivery of these programs and based on past years results it is estimated that in 2012-13 that there will be approximately 63,000 participants serviced and 2,800 coaches and leaders trained in over 100 communities.

Proposed Use of Funds

Northern BC Sport Strategy

- Programming at the Fundamental Stage of the Canadian Sport for Life Model.
- Supporting the development and program expansion of winter sports in particular the ones that will be competing at the 2015 Canada Winter Games to take advantage of the increased capacity and facilities that will result from hosting these games in Prince George and surrounding area.
- Support the Aboriginal Sport and Physical Activity Partners Council Strategy for BC in meeting their sport participation goals in the north.

Target Populations Serviced

- **Aboriginal Populations:** Programming will also assist in achieving the goals of the First Nations Health Plan and the Aboriginal Sport and Physical Activity Partners Council Strategy. Partner organizations that coordinate and deliver a variety of sport participation programming including the Urban Native Youth Association (UNYA) and provincial and multi-sport organizations.
- **Girls:** Programming will focus on providing new opportunities for girls only programming as well as expanding the successful programming that has already taken place. Partner organizations that coordinate and deliver the programming include ProMotion Plus and provincial and multi-sport organizations.
- **Physical and Intellectual Disability Populations:** Children and youth continue to have significant barriers to sport participation. The province has several disability sport organizations and provincial sport organizations that service children and youth that are skilled and prepared to provide programming. Partner groups include BC Wheelchair Sports, Sportability (CP Sports of BC), BC Blind Sport and Recreation Association, Special Olympics BC, Disabled Skiers Association of BC.
- **Children and Youth:** By engaging children and youth in sport early you not only provide the opportunities to participate but provide them the fundamental skills they need to have the physical ability and confidence to be active for life. In addition to targeting the populations outlined previously, programming will target children and youth who do not have the opportunity to participate in sport due to varying barriers (e.g. financial, cultural, access - travel and no programming available). Priority will be placed on programs and initiatives that support F-P/T Sport Ministers' work plan to address child/youth physical inactivity (e.g. afterschool time period, collaborative efforts, and school-sport links).
- **Seniors:** British Columbia has one of the most rapidly aging and diverse population in Canada with the senior's population (65 and over) expected to increase from 14% to

24% by 2031. Despite the benefits of sport and physical activity to aging, the older adult population is the most inactive segment of the Canadian Population. Programming will be directed to provincial and multi-sport organizations that offer or are willing to expand their programming for seniors, particularly in regions with growth opportunities (e.g. northern BC, Aboriginal communities, and multicultural population in the lower mainland).

Shared Government Contributions

The following table outlines the funding contributions of both the Province of British Columbia and the Government of Canada for the 2012-2015 program years. Provincial and community sport organizations involved in the program will also be contributing additional resources to enhance the program through minimal user fees, in-kind donations, sponsorship and volunteer participation.

	2012-2013	2013-2014	2014-2015	2012-2015 Total
Government of British Columbia	\$476,665	\$476,665	\$476,665	\$1,429,995
Government of Canada	\$476,665	\$476,665	\$476,665	\$1,429,995
Total Budget	\$953,330	\$953,330	\$953,330	\$2,859,990

Evaluation Details

BCSPP funding recipients will be required to submit an interim and final report on the financial status and activity outcomes of their projects. Standardized report templates will be used to ensure common and comparable information is collected across all projects. Metrics monitored and tracked will include participant and coach/leadership numbers by gender, number and location of communities involved, project expenses under specified categories, leveraged funding, target audiences, and delivery mechanisms. Project will also be required to submit anecdotal success stories with each report. In addition to interim and final report period, regular verbal project updates will be conducted to ensure project are progressing and meeting planned targets.

Communications Plan

Communications Objectives

- To increase the visibility of Sport Canada's collaboration with the Province of BC
- To ensure Provincial Sport Organizations (PSOs) acknowledge the contribution of both Sport Canada and the Province of BC on all collateral material
- To ensure program partners are knowledgeable about the government's (both federal and provincial) expected outcomes of the program

Messages

- Funding is aimed at supporting projects that strengthen physical literacy and children and youth participation that are compatible with the first three stages of Canadian Sport for Life or programming at comparable stages that exist across jurisdictions
- Funding is aimed at supporting projects that provide opportunities for persons from under-represented and/or marginalized populations to actively participate in sport including in roles as athletes, coaches, officials and volunteer leaders.

Strategic Objective

Key Strategies	Tactics	Timeline (Initiated)	Responsibility	Status
Increase the visibility of Sport Canada's collaboration with BC	▪ Work with Provincial Government Communications and Public Engagement (GCPE) to draft joint press release ▪ Work with Sport Canada to include quote from Federal Minister	Oct. 2012 Nov. 2012	Judy Joseph-Black (JJB) JJB and Adele Meloche	Ongoing
Ensure PSOs acknowledge contribution	▪ Develop calendar of events and proactively look for possibilities of joint announcements with PSOs ▪ Work with viaSport to set criteria and monitor use of acknowledgement in promotional material	Nov. 2012	JJB and Milena Gaiga (MG)	Ongoing
Ensure PSOs are knowledgeable about expected outcomes	▪ Monitor proposals and assess outcomes on interim reports	Oct. 2012	JJB, MG and viaSport	Ongoing

**BC Sport Participation Program
2012-2013 Project Allocations**

Organization Name	Project Title	Total Funding 2012-2013	Projected Participant #	Projected Coaches/Leaders Trained #	Project Description
1. Gitsanemiyik N'gwa's Society	Active Soul	\$ 5,000.00	25	4	The goal is to get as many youth active in the community by teaching a healthy lifestyle with projects of different sports such as Basketball, Volley ball, Golf Floor Hockey, Exercise and community involvement. The point of the different sports is to find what sport you find that drives the soul that keeps you wanting to learn more.
2. BC Sailing	Sailing Outreach Program to New Communities (Mobile Sailing School)	\$ 15,000.00	850	80	The mobile program takes sailing to new communities in BC, going to already established clubs where there are no activities for kids under 15 years of age and set up a one week training camp for up to 80 youth. The program is designed to provide a safe and fun environment for youth to learn sailing skills and to introduce them to the sport of sailing.
Special Olympics British Columbia	Youth Programs	\$ 15,000.00	100	100	Over the past 5 years Special Olympics BC has continued to grow its Active Start (Children with Intellectual Disabilities between the ages of 2-6) and Fundamental (Children with Intellectual Disabilities between the ages of 7-12) and Sport Start (Children with Intellectual Disabilities between the ages of 13-21) programs through programming that provides the opportunity to learn basic motor and sports skills in a fun and safe environment. Through the support of the BC Sport Participation Program these programs have blossomed to the point where SOBC will be holding a number of new initiatives to increase youth participation and to focus on the transition process into additional Special Olympics sport programs.
3. BC Lacrosse Association	Lacrosse Development in Northern BC	\$ 30,000.00	4,000	34	There are currently no lacrosse programs in Northern BC. The goal of this project is to introduce lacrosse to youth in Northern BC who are either new to the sport or interested in learning to train through development sessions and coaching/career certification 34 facilities presented in communities with high First Nation populations.
4. Swim BC	Para-Swimming @ Inletville	\$ 20,000.00	75	15	Swim BC will run a series of clinics, try-outs and information sessions aimed at persons with a disability. The sessions will feature current and former Para-Swimmers, Coaches and Swim BC staff. These 15 sessions will promote a healthy lifestyle through involvement in sport.
5. Cross Country BC	SK Stool Program	\$ 15,000.00	5,500	50	SK Stool Program provides cross-country skiing for school children through club programs at approved cross-country ski areas. The program includes a minimum of two days of instruction and a minimum of 10 sessions of cross-country skiing. The program is designed to provide a safe and fun environment for youth to learn cross-country skiing and to introduce them to the sport of cross-country skiing.
6. Cycling British Columbia	Ready to Ride/Ready to Race	\$ 40,000.00	2,000	10	Cycling BC Ready to Ride Program is specifically designed to teach the participant cycling specific skills as well as improve their general fitness level. The program for this year is delivered by newly trained NCCP certified coaches in both school-based programs and community programs.
7. Volleyball BC	Atomic Volleyball	\$ 20,000.00	1,000	70	Volleyball BC has been working with clubs and Community Centers to create Atomic Volleyball programs for athletes ages 9-12. Atomic Volleyball was created by Volleyball Canada as one of two entry level programs for the sport. Even though Volleyball is taught in the elementary school system, it is the Atomic Volleyball programs that will introduce the athletes to the next level and to better know programs for the sport.
8. Burn Lake Indian Band	Our Future Our Children	\$ 8,750.00	100	10	Burn Lake is a rural community situated in Northern British Columbia on the Yellowhead Highway 2227 km from Prince George and 144 km from Smithers in the Bulkley Valley. Equipment will be purchased to provide year round sport activities at the gymnasium in Burn Lake. The project will also mentor 10 leaders to start sport activities such as basketball, volleyball, and weight training to provide approximately 250 youth and 400 adults and seniors in the community and surrounding region with the opportunity to learn a new sport skill and become more physically active.
9. Whistler Adaptive Sports Program Society	Girls Learn to Train Camp - Winter	\$ 10,000.00	12	12	The program is designed to train girls in the community and surrounding region with the opportunity to learn a new sport skill and become more physically active. The program will also mentor 10 leaders to start sport activities such as basketball, volleyball, and weight training to provide approximately 250 youth and 400 adults and seniors in the community and surrounding region with the opportunity to learn a new sport skill and become more physically active.
10. Whistler Adaptive Sports Program Society	Girls Learn to Train Camp - Winter	\$ 10,000.00	12	12	The program is designed to train girls in the community and surrounding region with the opportunity to learn a new sport skill and become more physically active. The program will also mentor 10 leaders to start sport activities such as basketball, volleyball, and weight training to provide approximately 250 youth and 400 adults and seniors in the community and surrounding region with the opportunity to learn a new sport skill and become more physically active.
11. Disabled Skiers Association of BC	Skidability	\$ 10,000.00	200	60	Skidability continues to address the needs of communities in BC with emerging adaptive snow sport programs. The priorities of Skidability are developing an awareness of adaptive sport and providing a framework for adaptive programs to grow in their respective communities.
12. Curl BC	Learn to Play	\$ 10,000.00	5,000	150	Learn to Play is meant to be a child's introduction to the sport of curling. Through interactive modified games we will help improve all participants' physical literacy while trying to teach the fundamentals of the game. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of curling.
13. Canoe/Kayak BC	Canoe/Kids on the Road	\$ 30,000.00	400	40	Canoe/Kids on the Road is a program designed to teach youth ages 14 basic paddling skills and the importance of water safety. While creating a safe and fun environment for youth to learn these life skills, this program also aims to increase the amount of entry level/appropriate paddling equipment in the province.
14. Karate BC	Fit4Defense	\$ 10,000.00	1,25	38	Fit4Defense is an interactive violence prevention program that teaches assertiveness, self-defense and fitness as a means to inspire confidence and awareness.
15. Aboriginal Sport, Recreation and Physical Activity (Partner Council)	Regional Sport Development Projects	\$ 100,000.00	3,000	300	The Regional Sport Development Project serves to increase access and reduce barriers to sport participation through the delivery of youth sport camps/clinics and by building community-based sport capacity and leadership. The project includes the development of NCCP certification courses, officials training and the establishment of community networks for program delivery.
16. BC Rhythmic Sportswear Gymnastics Federation	School Program	\$ 5,000.00	600	40	BC Rhythmic Sportswear Gymnastics Federation is a non-profit organization that provides a safe and fun environment for youth to learn rhythmic gymnastics skills and to introduce them to the sport of rhythmic gymnastics. The program includes a minimum of 10 sessions of rhythmic gymnastics instruction and a minimum of 10 sessions of rhythmic gymnastics instruction.
Gymnastics BC	Kids Can Move	\$ 40,000.00	10,000	30	Gymnastics BC's Kids Can Move program promotes physical literacy in children from kindergarten to Grade 7. As one of the foundation sports for all activities, the Kids Can Move program targets the Active Start and Fundamental areas of the Canadian Sport for Life (CSL) model. It puts gymnastics into easy to understand terminology enabling teachers, even those with minimal gymnastics experience, to safely teach the fundamentals of gymnastics to their students.
17. Judo BC	Edupar Program for At-Risk Youth	\$ 7,500.00	75	12	The Judo BC Edupar program is a national program founded in BC, designed to help youth develop skills, sportswear, physical fitness and a love for the game through guidance from qualified coaches and youth leaders. This grassroots initiative supports and empowers community-based groups, recreation facilities, schools and other institutions throughout BC in an effort to positively influence the lives of at-risk youth.
Basketball BC	Shave Heads Youth Basketball Program Expansion & Coach/Leader Training	\$ 25,000.00	5,000	350	Basketball BC's Shave Heads Youth Basketball Program is a national program designed to provide a safe and fun environment for youth to learn basketball skills and to introduce them to the sport of basketball. The program includes a minimum of 10 sessions of basketball instruction and a minimum of 10 sessions of basketball instruction.
18. Taiwond Frit Nation	Fall-to-Spring Sports Camp (Gathering Strength)	\$ 25,000.00	650	15	The Gathering Strength Sports Camps are a way of using sport and competition to encourage healthy living and to develop our young athletes in the region to participate in our upcoming VANEC Games. The camps are designed to provide a safe and fun environment for youth to learn sport skills and to introduce them to the sport of sport.
Curl BC	Instructor Training	\$ 10,000.00	800	40	The Curl BC Instructor Training program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of curling.
21. BC Athletics	Run Jump Throw	\$ 40,000.00	12,000	100	Run Jump Throw (RJT) program teaches children the skills of running, jumping and throwing as a basis for all land based sports. With easy to teach skill developing games and activities, the program can be delivered in a variety of environments. RJT is designed for boys and girls ages 6-12.
Curl BC / Tennis BC / Golf BC	SOAR	\$ 18,000.00	1,775	10	SOAR is a multisport elementary school based program created in partnership between Curl BC, Tennis BC, and British Columbia Golf. This program aims to introduce children and youth in targeted communities to all three sports with a primary focus on the fundamental stage of development. The PGSI in partnership will reach out to targeted communities to recruit, train and support local coaches and youth leaders.
23. It's Employs the Skeweptics (Tish) - Kamloops Indian Band	Fundamental Sports Academy	\$ 5,000.00	50	15	The Fundamental Sports Academy is a program designed to provide a safe and fun environment for youth to learn fundamental sports skills and to introduce them to the sport of sport.
Urban Native Youth Association	AYS Sports and Recreation Program	\$ 50,000.00	145	40	The AYS Sports and Recreation Program is a program designed to provide a safe and fun environment for youth to learn sport skills and to introduce them to the sport of sport.
BC Wrestling Association	Beat the Streets	\$ 20,000.00	1,600	60	The Beat the Streets program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of wrestling.
26. British Columbia Rugby Union	BC Youth 7's Girls Rugby Program	\$ 30,000.00	400	40	The BC Youth 7's Girls Rugby Program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of rugby.
27. British Columbia Rugby Union	Banition BC Participation and Promotion Programs	\$ 15,000.00	2,600	10	The Banition BC Participation and Promotion Programs are a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of basketball.
28. Banition BC	Try It - Triathlon Weekend	\$ 15,000.00	600	70	The Try It - Triathlon Weekend program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of triathlon.
29. BC Wheelchair Sports	Bridging the Gap	\$ 30,000.00	1,800	12	The Bridging the Gap program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of wheelchair sports.
30. BC Wheelchair Sports Association	Try Freestyle	\$ 15,000.00	150	15	The Try Freestyle program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of freestyle skiing.
31. BC Ice Hockey	The Floorball Challenge	\$ 25,000.00	600	100	The Floorball Challenge will deliver playing opportunities and education for floorball and the Canadian Sport for Life framework. A mobile team of instructors will setup obstacle courses and shooting stations at schools, community centers, public gathering spots, family festivals, senior centers and special events.
32. BC Ice Hockey	Northern BC Synchronized Swimming Development	\$ 20,000.00	120	50	The Northern BC Synchronized Swimming Development program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of synchronized swimming.
33. British Columbia Blind Sports and Recreation Association	Community Weight	\$ 15,000.00	300	250	The Community Weight program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of weightlifting.
34. BC Snowboard Association	Club Resource and Athlete Development Program	\$ 15,000.00	500	150	The Club Resource and Athlete Development Program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of snowboarding.
35. PacificSport Centres	Regional Sport Delivery	\$ 84,000.00	200	350	The Regional Sport Delivery program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of sport.
PROMOTION Plus	Girls Only (GO) and Forever Active Bodies (FAB 55+) Granting Program	\$ 45,000.00	1,500	200	The Girls Only (GO) and Forever Active Bodies (FAB 55+) Granting Program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of sport.
37. PROMOTION Plus	Girls Only (GO) and Forever Active Bodies (FAB 55+) Granting Program	\$ 45,000.00	1,500	200	The Girls Only (GO) and Forever Active Bodies (FAB 55+) Granting Program is a province-wide initiative to create a platform for entry level coaching. The program is designed to provide a safe and fun environment for youth to learn the fundamentals of the game of sport.
BCSP Program Management		\$ 953,330.00	63,222	2,819	

Amount of funding transferred from Sport Branch - M
Top-Up Amount (Fed & Prov) Confirmed October 2012
Amount that we have to find to cover provinces portion

Cost, Stage	Target Audience
Active for Life	Children and Youth, Women and girls, Aboriginal, Seniors
Fundamentals: Learn to Train	Children and Youth, Aboriginal, Coach/Leader Training
Active Start, Fundamentals	Children and Youth, Disability Program
Fundamentals	Children and Youth, Aboriginal, Youth at Risk
Fundamentals	Children and Youth, Disability Program
Fundamentals	Children and Youth, Aboriginal
Fundamentals	Children and Youth
Fundamentals	Children and Youth
Active for Life	Children and Youth, Women and girls, Aboriginal, Seniors
Learn to Train	Women and Girls, Disability Program
Fundamentals: Learn to Train	Children and Youth, Disability Program
Fundamentals	Children and Youth
Fundamentals	Children and Youth
Fundamentals: Active for Life	Children and Youth, Seniors, Youth at risk,
Fundamentals	Children and Youth, Aboriginal
Active Start	Women and girls
Fundamentals	Children and Youth
Fundamentals	Youth at Risk
Fundamentals	Children and Youth
Fundamentals	Children and Youth, Aboriginal
Fundamentals	Children and Youth
Fundamentals	Children and Youth
Fundamentals	Children and Youth
Fundamentals	Children and Youth, Aboriginal
Fundamentals	Children and Youth, Aboriginal, Youth at Risk
Fundamentals	Children and Youth
Fundamentals	Children and Youth
Fundamentals	Children and Youth
Fundamentals	Children and Youth, Disability Program
Learn to Train	Children and Youth
Fundamentals	Children and Youth
Fundamentals: Learn to Train	Women and Girls
Fundamentals	Children and Youth, Disability Program
Learn to Train	Children and Youth, Coach/Leadership Training
Fundamentals	Children and Youth, Aboriginal, Coach/Leader Training
Fundamentals: Active for Life	Women and Girls, Seniors

BC Sport Participation Program
2013-2014 Project Allocations

	Organization Name	Project Title	Total Funding \$Bil 2014-2024	Projected Participants	Projected Coaches/Leaders Trained*	Project Description	C&L Stage	Target Audience
1	IC Athletics	Run Jump Throw	\$38,000.00	20,000	500	The Run Jump Throw program teaches children the skills of running, jumping and throwing as a basic form of fundamental sports. With a way to teach it safely, the program will help children develop their physical literacy skills. The program will be delivered by trained coaches and leaders who will receive training through guidance from qualified coaches and community leaders. This grassroots initiative supports and empowers community-based groups, recreation facilities, youth organizations and schools to deliver the program in a safe and effective manner.	Fundamentals	Children and Youth
2	Basketball BC	Street North Youth Basketball Program Expansion & Leadership Development/Community Supported PE	\$26,000.00	6,800	300	Street North Youth Basketball is a national program founded in BC, designed to help youth develop skills, opportunities, physical fitness and a love for the game through guidance from qualified coaches and community leaders. This grassroots initiative supports and empowers community-based groups, recreation facilities, youth organizations and schools to deliver the program in a safe and effective manner.	Fundamentals	Children and Youth, Women and Girls Aboriginal
3	Billion British Columbia	Billion BC Grassroots Participation Program	\$5,000.00	1,050	100	This program is designed to help youth aged 9-14 basic paddling skills and improve their water safety knowledge. The program will be delivered by trained coaches and leaders who will receive training through guidance from qualified coaches and community leaders. This grassroots initiative supports and empowers community-based groups, recreation facilities, youth organizations and schools to deliver the program in a safe and effective manner.	Fundamentals	Children and Youth, Women and Girls Aboriginal
4	Canoe/Kayak BC	Canoe/Kayak on the Move	\$38,000.00	400	400	Canoe/Kayak on the Move is a summer program designed to teach youth aged 9-14 basic paddling skills and improve their water safety knowledge. The program will be delivered by trained coaches and leaders who will receive training through guidance from qualified coaches and community leaders. This grassroots initiative supports and empowers community-based groups, recreation facilities, youth organizations and schools to deliver the program in a safe and effective manner.	Fundamentals	Children and Youth
5	Cross Country BC	Ski School Program	\$26,000.00	6,800	300	This program offers cross-country skiing to elementary school children through club organized sessions at approved cross country ski areas. The program includes a minimum of two days of instruction, games and ski play along with activities such as one-day ski tournaments. All students will receive information about the benefits of cross-country skiing and how to stay safe while participating in the sport.	Fundamentals	Children and Youth, Women and Girls Aboriginal
6	Curf BC	Rocks & Rugs	\$14,000.00	5,000	500	The Rocks & Rugs is a national program to support the game of curling to children and families that would otherwise not receive the opportunity and gain interest in moving during the school day. The program is offered at no charge to participating children and uses unique and innovative floor curling equipment designed to provide a high energy, fun-filled session during the school's gymnasium.	Fundamentals	Children and Youth
7	Field Hockey BC	The Field Hockey BC Elementary and Middle Schools Program	\$26,000.00	3,600	140	This program is designed to increase the sport of field hockey participation with activities designed to improve a child's fundamental movement skills (FMS). This program is inclusive, meets the virtue of health, exercise and organized sport, and it is designed to be accessible in all municipalities across British Columbia.	Fundamentals	Children and Youth, Women and Girls
8	IC Football Federation	The Football Challenge	\$21,000.00	10,000	800	This program is designed to build awareness for the new FC recognized and fast growing team sport so that IC football can grow their membership and provide a low-cost, safe, economic and fun soccer option to everyone.	Fundamentals	Children and Youth
9	Shanxi Guizhou Freestyle Ski Association	Try Freestyle	\$1,000.00	100	10	10-year participants will have a low cost opportunity to try freestyle skiing as it is delivered in the fun and safe jump and bumps program.	Fundamentals	Children and Youth
10	Curf BC, Tennis BC, British Columbia Golf (SQA)	SOAR: Sharing Our Activities & Resources	\$18,000.00	8,000	300	SOAR is a multi-sport elementary school based program created in partnership between Curf BC, Tennis BC and British Columbia Golf. This program aims to introduce children and youth in targeted communities to at least three sports with a primary focus on the Fundamental stage of development. The SOAR participants will reach the level of skill required to participate in competitive sport and will be encouraged to continue their participation in the sport they are most interested in.	Fundamentals	Children and Youth, Women and Girls Aboriginal/Seniors
11	Gymnastics BC	Kids Can Move	\$8,000.00	7,500	1,000	Gymnastics BC Kids Can Move program provides a physical literacy foundation for children from kindergarten to Grade 7. As one of the foundation sports for all activities, the Kids Can Move program targets the Active Start and Fundamental stages of the Canadian Sport for Life (CS4L) model. It puts gymnastics into easy to understand terminology enabling teachers, even those with minimal gymnastics experience, to safely teach the "activities of gymnastics".	Fundamentals	Children and Youth
12	Karate BC	R4D Defense	\$21,000.00	10,000	800	R4D Defense is an interactive violence prevention program that teaches self-defense, self-defense and fitness as a means to inspire confidence and awareness.	Active for Life	Seniors
13	BC Lacrosse Association	Lacrosse Development in Zones 1,2,3	\$26,000.00	10,000	1,500	This program introduces and develops athletes, coaches and referees who are either new to the sport of lacrosse or learning to train through development session and coaching/referee certification clinics presented in communities with high first nation populations.	Fundamentals	Children and Youth, Women and Girls Aboriginal
14	Tray Kite Band	Try Kite Physical Literacy Plan	\$3,000.00	50	10	The Tray Kite Band will seek to improve the physical literacy skills of our 50 students from K-12 with the goal of having them become future participants in the sport.	Fundamentals	Children and Youth, Women and Girls Aboriginal
15	PacificSport Interior BC	Physical Literacy and FMS Outreach Training	\$13,000.00	1,810	100	To promote all students' grade 3 to learn fundamental movement skills in order to increase the children's desire to be more physically active and transition into a sport they may be interested in because they have learned the basic skills eg. running, throwing, catching, etc.	Fundamentals	Children and Youth, Women and Girls, Disability Program Aboriginal
16	PacificSport Regional Sport Centre Northern BC	Northern's Sport Skills Development Program	\$11,000.00	2,000	100	development, a qualified physical education teacher in each district will deliver a 10 week pilot program. Mentor teachers will be trained in NCOP FMS as they have ability to instruct a diverse range of children.	Fundamentals	Children and Youth, Women and Girls Aboriginal
17	Special Olympics BC Society	Youth Development (Active Start, T Unlearned, and Sport Start)	\$17,000.00	1,200	100	Over the past 3 years Special Olympics BC has continued to grow its Active Start (Children with Intellectual Disabilities between the ages of 2-4 and Fundamentals (Children with Intellectual Disabilities between the ages of 5-17) programs. Through the support of the BC Sport Participation Program these programs have blossomed to the point where SQDC will be looking at a number of new initiatives to increase numbers and to focus on the transition from these programs into traditional Special Olympics sport programs.	Active Start, Fundamentals	Children and Youth
18	PacificSport Regional Sport Centre - Vancouver Island	Primary Physical Literacy Pilot Program	\$11,000.00	3,000	100	The Primary Physical Literacy Program was created to support and increase sport participation, beginning at the fundamental level with the most captive audience available – the primary schools. During the pilot funding period, a pilot project was launched in five selected schools in the Nanaimo District. A mentor teacher with extensive physical education/physical literacy experience and training was recruited to deliver this 10-week program to primary teachers (K-3).	Fundamentals	Children and Youth
19	PacificSport Regional Sport Centre - Okanagan Society	Physical Literacy Project	\$11,000.00	3,000	100	The program includes an intensive 10-week Teacher Training and Mentoring Program within sixteen elementary schools (4 schools/year) in School District 23 (Central Okanagan). For one day each week a local school's Physical Education Specialist will collaborate with the primary-level (K-3) classroom teachers of first school to deliver Fundamental Movement Skills within each lesson. Lesson design and delivery will be a combined effort including in-classroom teaching, the classroom teacher, and the Physical Education Specialist. Teachers will encourage consistency of program delivery and confidence building in the area of quality physical education and sport instruction.	Fundamentals	Children and Youth, Women and Girls

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BC SPORT PARTICIPATION PROGRAM GUIDELINES

*Deadline: Applications will be accepted until 4:30 p.m. PST on **Wednesday April 24, 2013***

BACKGROUND:

The BC Sport Participation Program (BCSPP) is a multi-year sport participation funding program which is supported equally by the Province of BC and the Government of Canada, through viaSport British Columbia. The BCSPP supports projects that attract children and youth, Aboriginal people, seniors and people with disabilities to lead active and healthy lifestyles through involvement in sport. Since 2004, the BCSPP has funded 58 organizations to extend their community reach and improve the quality of organized sport delivery across BC. Over 430,000 new participation opportunities have been created and over 16,000 coaches and leaders were trained in 127 B.C. communities.

PROGRAM OBJECTIVE

The goal of the BCSPP is to attract new participants to sport and increase the number of individuals actively involved on an ongoing basis in organized sport.

WHO CAN APPLY?

Applications may be submitted, individually or in partnership, by:

- Provincial Sport Organizations
- Provincial Multi-Sport Service Organizations
- Organizations or committees associated with the Aboriginal, Sport, Recreation and Physical Activity Partners Council
- Previous recipients of BC Sport Participation Program are eligible to apply

** Only one application per organization will be accepted*

*** The selection committee reserves the right to accept applications from local multi-sport delivery agencies that are determined to reach a significant or specific target audience.*

EXCLUSIONS

Applications will not be considered from:

- Local clubs, teams, leagues or associations
- Local governments and/or municipal recreation departments
- Schools, Universities and Colleges

FUNDING PRIORITIES

BCSPP funding is allocated through a competitive application-based process to support the expansion of existing sport participation programs. Preference will be given to proposals that address one or more of the following items:

1. Create new organized sport participation opportunities for targeted populations on a multi-regional or province-wide scale
2. Develop multi-sport program partnerships
3. Demonstrate a commitment to attracting additional revenue and resources to ensure **long-term** program sustainability
4. Enhance or build the delivery of sport in communities and/or through schools, with emphasis on the after-school time period and teacher training
5. Support program expansion in the northern regions of British Columbia

GUIDELINES:

- Funding is available for approved programs that create new and ongoing participants in organized sport within a number of different regions or on a province-wide scale
- An organization may submit only one (1) application
- All project activities must be completed and BCSPP funding expended by March 31, 2014
- Recipients must submit **interim** and **final** activity and financial reports using the reporting template provided by viaSport
- The Province of British Columbia, and the Government of Canada, and viaSport must be given appropriate recognition as funding partners for programs, in accordance with the logo and recognition guidelines that will be provided to all successful applicants
- Applicants are responsible for keeping registration and participant information for up to two (2) years after completion of the program, and information must be made available upon request to funders

SELECTION COMMITTEE:

Eligible applications are evaluated by a review panel consisting of viaSport, the Provincial Government, and other sport experts. The panel members are chosen to ensure balanced representation. The panel bases its recommendations on the eligibility and assessment criteria described in these guidelines, within the context of the applicant's organizational, regional and community needs.

It is anticipated that more applications will be received than can be funded. All eligible proposals for funding will be reviewed. Those determined to best meet the BCSP program criteria will be short-listed and undergo a second review. Short-listed applicants may be contacted to provide further information regarding their proposal before final funding selections are confirmed.

CONDITIONS AND LIMITATIONS

Support from the Province of British Columbia, the Government of Canada, and viaSport must be appropriately acknowledged on all materials related to the funded project. Formats and guidelines for logo use and acknowledgement of funding will be provided to successful applicants.

Any project funds not spent on eligible project expenses by March 31, 2014 must be returned to viaSport. An extension to spend funding past March 31, 2014 may be considered if submitted to viaSport in writing by March 1, 2014.

CRITERIA

Applications will be assessed according to the following criteria:

1. **Completeness:** Proposals for project funding must be submitted by an eligible applicant using the supplied proposal form. All information requested on the form must be supplied. Supporting or additional documentation is not required; however viaSport may ask for additional materials during the application review process.
2. **Target Audience:** Proposals should address a gap in organized sport, attracting new participants to sport from the following target populations:
 - Girls & Women
 - Children and youth, preferred but not limited to the following:
 - Aboriginal
 - New immigrants
 - Youth-at-risk
 - Live in communities that have limited or no sport programs

- Individuals with physical, sensory, mental disabilities
 - Seniors
3. **Sustainability & Partnerships:** BCSPF funding should be a catalyst for **continued** programming. A plan for sustainability beyond BCSPF funding should be clearly outlined in the proposal, including:
- A listing of current and potential project partners. Describe the nature of the partnership (i.e. funding, in-kind donation, volunteer time, program delivery etc). Partnerships can include either formal or informal arrangements with other groups, organizations, program or initiatives
 - Approximate financial value of organizational and/or other resources committed to project in addition to BCSPF funding
 - **Long-term objectives** and plans for the project, which may describe how project goals relate to the **strategic/business plan** of the organization
4. **Performance and Monitoring:** Proposals must describe the process and tools that will be used to track, evaluate and measure project progress. Information should describe how the organization will track participant demographics, participant satisfaction and transition into PSO membership. Participant numbers by gender, by community name, and by age range must be reported on in addition to the ongoing involvement of the participant in sport
5. **Budget:** The Government of Canada has indicated that all eligible expenditures of BCSPF funding for each proposal supported do not exceed the following maximum percentages of total BCSPF funding received.
- **Administration Costs; 10%** - Administrative costs include office supplies, meeting expenses, telephone charges, internet fees, postage, courier & shipping etc.
 - **Salary Costs; 55%** - Salary costs include project coordinator, coaching salaries, instructor wages and contracts etc.
6. **Capacity Building:** Projects should impact multiple communities across the province. Delivery may focus on a specific region (i.e. Northern British Columbia BC Games Zone 7 & 8) or be distributed across the province, but the proposal should describe the need or gap addressed in each targeted area. Projects should also demonstrate a commitment to delivering programs by qualified instructors using acceptable standards (i.e. NCCP, SportMed First Aid).

HOW TO APPLY

Deadline: Applications for funding will only be accepted ONLINE. Proposals must be received by **4:30 p.m. PST on Wednesday April 24, 2013.**

1. Read the BC Sport Participation Program Guidelines
2. If you wish to discuss your proposal and its eligibility prior to submitting an application contact us at:

Email: info@viaSport.ca

Phone: 778-327-5123

3. Complete the online application form: <http://viaSport.ca/programs.php>

Important Note: You are not able to save your application when filling out the form. Do not navigate away from the webpage before completing the application. Please consider saving your application information in a separate document to avoid losing information.

BC Sport Participation Program 2013-2014

Proposal for Project Funding

Deadline: April 17, 2013 4:00 pm PST

Application Information			
Legal Organization Name:			
Project Contact:			
Mailing Address:			
City/Town:		Postal Code:	
Work Phone:		Cell Phone:	
Contact E-Mail:			
Amount of Funds Requested:			
Project Timelines:	Start Date:	End Date:	Frequency Per Week:

Project Information	
Anticipated Number of Participants:	
Will participants be charged a program registration fee?	Yes ☐ Per-person Amount: No ☐
Anticipated Number of Coaches/Leaders Trained:	
Target Age Group of Participants: <i>(please check all that apply)</i>	
0-5 yrs	6-12 yrs 13-17 yrs 18-55 yrs 55+ yrs
Target Audience: <i>(please check all that apply)</i>	
☐ Children & Youth	☐ Women & Girls ☐ Disability Program
<i>Indicate if a specific sub-target applies</i>	
☐ Aboriginal	☐ Seniors ☐ Coach/Leader Training
☐ New immigrants	
☐ Youth at Risk	☐ Northern populations <i>(BC Games Zone 7 & 8)</i>
Other <i>(please specify)</i> :	
Leadership Qualifications:	
☐ NCCP Certified	☐ NCCP Trained ☐ Phys Ed. ☐ Other _____
Leader to Participant Ratio: <i>(Select the average ratio of leader (coach, teacher or staff) to participants)</i>	
☐ 1:1-6	☐ 1:7-12 ☐ 1:>12
Delivery Agents: <i>(please check all that apply)</i>	
☐ Community Centres	☐ Schools ☐ School-based Clubs
☐ Municipalities/Communities	☐ Regional/Territorial Sport Organizations
☐ Provincial/Territorial Sport Organizations	
Other <i>(please specify)</i> :	
Time of Day Program Will Be Delivered: <i>(ie. after school, during school hours, weekends, evenings etc)</i>	

Number of Sessions Each Participant Will Take Part In: ☐ 1 ☐ < 3 ☐ < 5 ☐ 5-10			
Primary Sport (s):			
1. Project Description: Provide a detailed description of your project, including goals, objectives, and measureable targets (i.e. # of new participants by gender, # communities and/or schools, # of new programs created etc.)			
Max 300 Chars			
2. Partnerships: List the other sport or recreation groups, government agencies, local business involved with the project and provide a brief description of the type of involvement for each (i.e. funding support, sponsorship, in-kind, program delivery).			
Max 300 Chars			
3. Sustainability: How will the program continue to operate after the BCSPF funding is completed? (i.e. What sources of funding will be used, what partner resources will be leveraged.)			
Max 300 Chars			
3a. How does your program tie in with your organization's long-term strategic plan? *			
Max 300 Chars			
4. Performance and Monitoring: What tools and techniques will be used to track and measure the success of the project?			

5. Budget: *Please fill in budget information in the attached Excel template.*

6. Capacity Building

a. Targeted Regions: Please list the communities where project delivery will occur, separated by a comma.

b. Provide a brief description of the need or gap that will be addressed in each community.

c. Ongoing Participation: How will your organization help stay active in sport and transition into other ongoing programs or club memberships?

Applicant Organization:	
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Revenue	Projected	
	Dollar Amount	
BCSPP		
Grant Request		
Earned Revenue (ie. user fees etc.)		
Participant Fees		
Sponsorship/Doncation (specify)		
Other Grants (specify)		
Other (specify)		
Other (specify)		
Other (specify)		
Other (specify)		
Total Revenue	\$	-

Expenditures Legend

Details: Please provide a full description

Human Resources: Coaching salaries, project leader costs leader costs etc. (*please note only

Coach/Leadership Training: Coaching workshops, course fees, facilitator fees, travel cost t

Participant Activities: Facility rentals, equipment, purchases, travel costs, insurance, mem

Program Administration: Office supplies, meeting expenses, internet/telephone, postage

Expenditures	Projected	BCSPP
	Dollar Amount	Dollar Amount
Human Resources		
Position 1 (specify)		
Position 2 (specify)		
Position 3 (specify)		
Position 4 (specify)		
Leadership/Coach Training		
Course fees (specify)		
Facilitator Fees (specify)		
Travel Costs to/from Courses (specify)		
Other 1 (specify)		
Other 2 (specify)		
Other 3 (specify)		
Other 4(specify)		
Program Actitivites		
Equipment		
Facility Rental		
Other 1 (specify)		
Other 2 (specify)		
Other 3 (specify)		

Other 4 (specify)		
Program Administration		
Office Supplies		
Office Services		
Promotions		
Other 1 (specify)		
Other 2 (specify)		
Other 3 (specify)		
Other 4 (specify)		
Total Expenditures	\$ -	\$ -

Excess (Deficiency) of Revenues \$ -

Details

' 55% of BCSPSP funds can be used toward salary costs)
o courses, etc.
bership fees, etc.
and shipping, brochures, posters, advertising (*please note only 10% of BCSPSP funds can be used for PA expenditures)

BCSPSP Details

