



Recreation and Arts & Culture Grant Program Applicant's Guide

OVERVIEW

The purpose of this guide is to provide direction for filling out your application. Follow the guide carefully to ensure that your organization provides the necessary information so your application may be processed in a timely manner. Applications for both the Recreation and Arts & Culture grants are due by noon the last Friday in March. No exceptions. If there is a surplus of funds after the first intake, a second intake will be announced and applications will be accepted by noon on the second Friday in September.

This guide is based on Policy 7006 and the Application Assessment Tool; these documents are found on our website or may be obtained by contacting the Woodlands County office. We suggest you read over Policy 7006 and the Assessment Tool before filling out your application. These documents will demonstrate what must be in your application and how it will be assessed prior to any approval.

Make sure you have included all documents required based on Policy 7006.

Please submit a separate application per project. Multiple applications per community group will be accepted.

Completed applications may be mailed or be delivered to:

Woodlands County
Attention: Recreation and Arts & Culture Grant
Box 60
Whitecourt, Alberta
T7S 1N3

If you have any questions or if you need assistance filling out the application please contact the Parks & Recreation Department at 780-778-8400 or email: heather.anderson@woodlands.ab.ca

More information may be found on our website: woodlands.ab.ca

Each category is weighted by an amount out of 100 and is based on your explanation of your project.

1. Project (event, program or initiative) Description and Details (35 / 100 points)

Clear purpose of project (10 points)

In your application, tell us WHY you want to do this project and WHO will benefit. What is the purpose? For example: *You want to have a cooking class that is taught by seniors to decrease their isolation and increase their socialization.*

Project outlined and explained clearly (10 Points)

Tell us HOW you will accomplish this project. Provide us with a breakdown of everything you plan to do from beginning to end. Be sure to specify if this will be held only once, multiple times over the course of a year or if you plan on it becoming an annual project. It is important to provide as many details as you can, but be clear. Using bullets to list actions and steps might help you keep things concise.

Does this project target children youth or seniors? (10 points)

The target participant for your project should be children, youth or seniors as priority will be given to applications that included these age groups. Consideration of adult program funding requests may be considered at the committee's discretion.

Is this project new or unique to this area? (5 Points)

We want to hear if this is a new project or an opportunity that fills a need in your community that is not already being offered in the surrounding area. Tell us what makes this project so special to your community.

2. Project Costs (20 / 100 points)

Does the application include an itemized budget? (5 Points)

It is crucial to the success of any project that you develop an itemized budget. Your budget will demonstrate the validity of your project. You must attach the itemized budget you have developed for your project. List your revenue, then expenses and then what your bottom line is (revenue-expense).

Does this project demonstrate a financial need? (5 Points)

You need to show that you need financial assistance. Are your project costs going to exceed any revenue? This will demonstrate that you can't afford to offer this project to your community without grant funding. If you have enough money in the bank that would cover all costs but have other plans for that surplus, tell us here. Make sure you have attached your organizations financial statements.

Does the applicant list other sources of funding and / or revenue? (5 Points)

It is important to plan for other alternatives for your revenue and not rely on one source of funding. Tell us what your potential revenue sources are (grants from other sources, sponsorships, donations)

Is there a cost to the participant? (5 Points)

As nice as it would be to offer opportunities with no cost to the participant it is not realistic. Cost recovery is a vital part of your projects success. Participants value opportunities that they have financially invested in. When calculating a cost for participants, take into account your expenses to offer this project (this is where your itemized budget becomes very handy!) A simple way to calculate a cost per participant is to take your total expenses and divide by the number of people that you want to participate. **For example:** *For your senior's cooking class you can accommodate 25 participants and your expenses for everything (facility rental, supplies, ect.) are \$1000. \$1000 divided by 25 is \$40.* You may want to take into account any financial barriers of your target participants and lower the cost and use funding to subsidize the cost or increase it a small amount and make plans for the surplus.

3. Benefits, Measurables and Outcomes (35 / 100 points)

Does the project benefit the residents of Woodlands County? (10 Points)

(increased fitness, decreased isolation, active lifestyle activities, community building, arts & culture experiences, skills development)

We are looking to see if the project you are planning will benefit our residents. Make sure your application demonstrates HOW participants will benefit. Your project may have multiple benefits so list as many as you think your project covers.

A survey of your participants after they attend your project is a great way to evaluate what the benefit was so you can use that information for future applications for funding. Did they learn a new skill? Did they connect with other community members?

Are the measurables clear and concise? (5 Points)

Tell us how you will measure the success of your project. What are your goals? Who benefited and how? For example: *In your rural community you have a large senior's population. Many have isolation issues and/or transportation issues. Your goal is to have 75% of your cooking class participants to be seniors from your community.*

Are the outcomes attainable and realistic? (10 Points)

Of course an obvious outcome is that you have 100% attendance but is that attainable and realistic? If your community only has 500 people, will you get 2000 attending your event? Make sure you have demonstrated in your application that your goals are achievable.

Does the project support and align with the Parks & Recreation Master Plan? (5 Points)

Woodlands County adopted a Parks & Recreation Master Plan in 2017. The Master Plan #1 Strategic priority was a Recreation Planning Foundation. Make sure your project application links to one of the goals listed in this document. A copy is attached to this guide. The entire Master Plan may be downloaded from website at woodlands.ab.ca or you can obtain a copy at the Woodlands County office.

Does the project have a sustainability plan for future years without funding? (5 Points)

One of the goals of your project should be to eventually be self-sustainable and not rely on funding for consecutive years. Your application should demonstrate how you plan to sustain it if you plan to do it annually. **For example:** *Your group plans to take a percentage of any surplus funding and apply it to the next year.*

4. General (10 / 100 points)**Amount of volunteers and “in kind” support (5 Points)**

Your application requires you to list your Board Members and Executive as well as a list of volunteers and their “in-kind” hours (donated labour, equipment or materials). Use the following to calculate the dollar value:

Percentage (%) of participants residing in Woodlands County (5 Points)

We expect your application to demonstrate that your project is targeting mainly Woodlands County residents, although we do encourage your organization to attract from outside our community a majority **MUST** be residents of Woodlands County. Provide us with what percentage of Woodlands County residents you expect to participate in your project.