



**Community Grant Program  
Guidelines and Application**

# Guidelines and Application

The purpose of the Community Grant Program is:

- To support community groups and organizations in the Western Health region (Port Saunders to Port aux Basques, Burgeo, Ramea and South-West Coast, east to White Bay) in promoting wellness in their communities.
- To foster partnerships among community groups.
- All applicants are **strongly encouraged** to contact their local Western Health Wellness Facilitator for consultation when preparing grant applications. Wellness Facilitators are available to work with groups to strengthen grant applications by providing guidance regarding project goals and objectives, budget development, partnerships and evaluation. Wellness Facilitators can also identify developed programs that are readily available to meet community needs. To contact a Wellness Facilitator in your area:
- Bonne Bay & Area, Port Saunders & Area:  
Tel: (709) 458-2381, ext. 268
- Bay of Islands & Area, Deer Lake, White Bay:  
Tel: (709) 632-2920
- Bay St. George South, Stephenville, Port aux Basques, Burgeo, Ramea & Area:  
Tel: (709) 646-3728



## What projects will the community grants program fund?

All grant proposals will need to include a health promotion activity. Projects should aim to help residents and communities increase control over and improve their own health.

Projects that engage participants, are based on ideas that have been proven to support improved health and lead to lasting changes will be given high priority for funding.

The Western Regional Wellness Coalition (WRWC) has identified eight priority areas to support wellness. All grant proposals must relate to one or more of the wellness priority areas as listed below. Examples of projects that would be considered are provided for each category:

### ***Healthy Eating***

Healthy eating is important to the overall health of individuals, families and communities. An unhealthy diet is a major risk factor for many chronic diseases such as diabetes, cardiovascular disease, osteoporosis, and certain types of cancer. To address healthy eating at a population level, involving community partners to build capacity around food skills, nutrition knowledge and to create supportive environments where healthy eating is the easy choice is recommended.

Project examples: Community Kitchens, Kids in Community Kitchens, Community Gardens, Colour It Up, Food Skills Workshops (such as Container Gardening, Composting, seed saving, edible wild plants, preparing local vegetables, using culinary herbs, canning/bottling, root cellars), Food and Fun Camps, breastfeeding support. Providing healthy food alone is not considered a healthy eating project. See *What expenses are eligible?* section for information about funding healthy food.

### ***Physical Activity***

Physical activity or active living includes exercise as well as other activities which involve movement such as playing, working, recreational activities, gardening and using active ways to get around the community. It promotes healthy growth and development in children and youth; is an important factor for chronic disease prevention and management; is important for healthy aging; improving and maintaining quality of life and independence in older adults.

Project examples: Community walking clubs, skipping programs, Sprockids, Action! Bins, Obstacle Courses, Kids Live Well Marathon, equipment for after-school programs, rejuvenating community spaces for physical activity.

### ***Tobacco Free Living***

Communities, organizations, and agencies play an important role in promoting tobacco free living. Working together, they can prevent youth and young adults from starting to use tobacco; support people to quit and stay smoke-free; protect others from second-hand smoke by creating smoke-free spaces and policies; and help change attitudes about tobacco.

Project examples: Promotion of smoke-free recreational or public community spaces or quit smoking programs (You can Stop by Starting With Us).

### ***Healthy Environments***

Healthy environments are about creating and maintaining environments which promote good public health. The way communities are built can influence the opportunities we have to be healthy. Parks, trails, play spaces and safe walking around towns are all parts of healthy communities.

Project examples: Neighbourhood clean-up, anti-idling (cars) campaign, pop-up libraries, renewing green spaces, signage to promote town walking or trail use or implementing a rural health kit (such as *Heathy Built Environment Linkages: A Toolkit for Design, Planning and Health*).

### ***Mental Health Promotion and Addiction Prevention***

Mental Health Promotion is about promoting good mental health and well-being for all individuals and communities. Promoting positive mental health is important for helping people live happier and more productive lives. Addiction prevention aims to prevent people from starting or delaying substance use and gambling. Promoting positive mental health helps prevent the onset of mental health problems and addiction. It includes such things as creating social supports in our communities, developing positive coping skills, building strong self-esteem and resilience, and being able to use the resources available to us. Appropriate and effective mental health promotion and addiction prevention strategies include the following: workshops and education sessions on topics such as stress, anxiety, suicide prevention, alcohol and drug use, gambling, and violence prevention; opportunities that support skills development in effective decision-making, assertiveness, critical thinking, conflict resolution and self-awareness; Activities designed to increase inclusion and reduce social isolation (ex: support groups, social clubs, LGBTQ events, anti-bullying or anti-stigma campaigns).

Project examples: Boys Council, Girls Circle, No Stress Fest, Families And Schools Together (FAST), Strengthening Families, Girls Night Out Suicide Prevention Program, Addiction Prevention Tools Program (APT), The Truth About Drugs, and What's With Weed?

### ***Injury Prevention***

Injuries that happen as a result of "accidents" can often be prevented if safety measures are considered ahead of time. Many of the injuries from car, snowmobile or ATV accidents, poisonings, falls, fires or water-related incidents can be prevented or reduced.

Project examples: Bicycle safety rodeos, water/boating safety workshop, concussion awareness, falls prevention for seniors, helmet safety, ATV/Snowmobile safety, distracted driving awareness.

## ***Sexual and Reproductive Health***

Sexual health is an important component of overall health and wellbeing. To be sexually healthy, people need to be motivated, and have knowledge and skill to promote and protect their sexual and reproductive health. Healthy sexuality is a positive outcome that individuals, families, communities and society as a whole should strive for. At different lifecycle stages different sexual health needs can be appropriately addressed. Children - need to be given a healthy start to develop a positive self-image and self-awareness and to establish satisfying relationships; Youth and young adults - need education on sexual feelings, decision making, how to avoid unintended pregnancy and sexually transmitted infections; Midlife and Seniors - their values are developed throughout life and continue to influence their health and quality of life. This needs to be supported as their self-awareness, relationships and sexuality matures.

Project examples: Sexually Transmitted Infection prevention initiatives, healthy relationship promotion, safer sex campaigns, LGBTQ awareness events.

## ***Child and Youth Development***

Infant and early childhood experiences influence health throughout life. It is important to support health and well-being from infancy through the adolescent years in areas such as healthy pregnancy and birth, parenting and family support, early childhood learning and care, and community support.

Project examples: For younger children, projects may focus on enhancing attachment with parents/caregivers such as baby-parent play groups; early literacy such as story, song or rhyme times. Projects for youth might focus on developing social or decision-making skills, leadership, or transitioning into various life stages such as middle school to high school, or to work, or college. Other project examples are the Kids Live Well Marathon, Children Aiming To Choose Health program, Kids in Community Kitchens and breastfeeding support groups.

## **What amount of funding is available?**

- Grants are available for a maximum of \$1000.00.
- Funding must be used within one year of receiving the grant.

## **Who can apply?**

- Community Groups and Organizations, Non-Profit Organizations.
- Previous grant recipients must have submitted their project report and receipts for any completed projects prior to submitting a new application.

- Groups may reapply for funding in the same year, even if the first project is ongoing. However, preference *may* be given to groups that have not already received funding in the current grant review year.
- Engaging partners may increase the success and sustainability of your project. Applicants are encouraged to partner with at least one other local group to carry out the project. Proposals with one or more partners identified receive a higher priority for funding. A partner is separate from your organization. Partners may contribute in many ways, such as:
  - providing staff or volunteers to help plan or carry out the project
  - providing space, equipment or funding
  - administering project funds if your group does not have a bank account
- A specific priority population must be identified – be as specific as possible. Projects that identify a priority population are more likely to receive funding. Priority populations are those groups that would benefit most from your project or initiative (i.e., who are at highest risk if your project does not occur).
  - Medical factors (such as persons with disabilities, pregnant/postpartum women, people with mental illness and/or addictions, those with HIV infection).
  - Behavioral factors (such as populations with high smoking rates, needle sharing, engaging unprotected sex, sedentary lifestyle or suffering the effects of stigma, etc.).
  - Chronic disease (populations with chronic diseases such as cancer or stroke patients/survivors, arthritis sufferers, high risk for chronic diseases).
  - Access to health and wellness opportunities (rural, lack of structured community programs and venues).

### **Who/what is not eligible to apply?**

- Business and for-profit groups
- Health Authority Staff
- Research projects
- Projects/events that begin or are completed before the application review process is completed
- Repeated programs with the same participants (i.e., the same project cannot be funded twice, when it is offered to the same participants; however, programs can be repeated with new participants or the group can apply for funding for a different project).

### **When are application deadlines?**

Applications are accepted three times per year and must be received by 4:30 pm on the deadline day. Applications can be mailed, faxed, or e-mailed. Projects will not be considered for funding if received after this time or if the project has started and/or finished within the four weeks required to process grant applications. Deadline dates are:

April 30: For projects starting May 31 – October 31  
September 30: For projects starting November 1– February 28  
January 30: For Projects starting March 1– May 30

### **What expenses are eligible?**

- Materials and supplies (paper, resources, etc.)
- Minor equipment directly related to your project.
- Small honoraria approved up to a maximum of \$100; guest speaker/professional fees approved up to \$300 (Payments will not be made to members of the partner organizations).
- Costs associated with booking or renting a venue.
- Food: must follow the WRWC Nutrition Guidelines: Healthy Food and Beverage Choices at Events.
- Travel expenses (please note: some exceptions may apply).

### **What expenses are not eligible?**

- Contributions to fundraisers
- Registration fees for memberships, program participation, and conferences
- Core operating expenses (i.e. rent, heat, lights, office supplies, etc.)
- Capital expenditures (such as computers)
- Salaries and coordinating fees
- Prize money, contest money, scholarships, awards
- Start-up expenses for a business plan

The WRWC Grant Review Committee reserves the right to determine suitable uses of grant funds, not limited to the above criteria.

### **How are applicants notified?**

The WRWC Community Grant Review Committee will review all applications. Each applicant will be informed by letter about the status of their application within four weeks of the submission deadline.

Successful applicants will receive a letter outlining the conditions of the grant approval, a cheque for the awarded amount, a Project Reporting Form, WRWC Nutrition Guidelines: Healthy Food and Beverage Choices at Events and a copy of the WRWC logo.

## **What are the requirements if this application is approved?**

- You must complete the project as outlined in this application within 12 months of the grant approval date. Any significant changes must receive approval from the Coalition in advance.
- Any funding not spent as outlined in the project budget must be returned to the Coalition at the end of the project (i.e. within one year of receiving the funds).
- Grant recipients shall acknowledge the contribution of the Western Regional Wellness Coalition as appropriate in their project e.g., in media interviews, displays, publications, etc. The coalition logo is available electronically and as a poster to all grant recipients.
- A Summary Report Form is provided to all grant recipients. Reports must be completed within two months of completing your project.
- Receipts are required as part of the report. Originals are preferred but, photocopies or faxed copies are acceptable.
- Applications for future projects will not be accepted until reports and receipts are received.



# Community Grant Application Form



Application Deadline (please check the appropriate date):

- April 30                      For projects beginning May 31 – October 31
- September 30                  For projects beginning November 1 – February 28
- January 30                      For projects beginning March 1 – May 30

## 1. Applicant Information

Name of organization/group: \_\_\_\_\_

Main focus of organization/group: \_\_\_\_\_

Contact Person 1:	Contact Person 2:
Name: _____	_____
Phone: _____	_____
E-mail: _____	_____
Mailing address: _____	_____
_____	_____

**Project Name:** \_\_\_\_\_

Your project must take place within the geographical area of the Wellness Coalition.  
Please identify your location and any other surrounding communities that may benefit from this project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 2. Project Description

**Projected Start Date:**

**Projected End Date:**

**Project Summary:** Briefly describe the main aspects of your project and what activities will be included.

### Goals and Objectives:

**Goal(s):** What do you wish to accomplish with your project? How will your project benefit your community or area?

**Objectives:** What activities will help you implement your project as presented above?

**Project Partner(s)** and identified contributions or roles:

Please list the partners for your project: \_\_\_\_\_

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Please identify your partner(s) contributions:

- Partner(s) are assisting with planning and delivery of project
  - Partner(s) are contributing resources (funding, space, food, prizes, tools, equipment, etc.)
  - Partner(s) are subsidizing costs (reducing prices for project materials)
  - Other (please specify) \_\_\_\_\_
- 
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**Length of project:**

- This is a one-time event.
- This project will run for \_\_\_\_\_ weeks.
- This project will run for \_\_\_\_\_ months.

**Priority Population**

Please tell us about the population you are targeting and why they are a priority:

The number of people you anticipate participating in this project/event:

### **3. Eligibility**

Your project must promote **at least** one of the priority areas of wellness. Please check all which apply:

- |  |   |
|--|---|
| <input type="checkbox"/> Physical Activity                             | <input type="checkbox"/> Healthy Eating                 |
| <input type="checkbox"/> Healthy Environments                          | <input type="checkbox"/> Injury Prevention              |
| <input type="checkbox"/> Child and Youth Development                   | <input type="checkbox"/> Sexual and Reproductive Health |
| <input type="checkbox"/> Mental Health Promotion/Addictions Prevention | <input type="checkbox"/> Tobacco-Free Living            |

Have you/ your group received WRWC grant funding in the past?

- Yes  No

If yes, have you returned the final report and receipts?

- Yes  No  Unknown

- Previously funded project is still ongoing

### **5. Evaluation**

How will you know your project has been a success?

- An evaluation plan and tools are available as part of an existing program that we are using
- Participants and organizers will complete a survey to share their feedback
- We are recording the number of participants
- The Leader(s) will complete a final report that includes their observations of program success
- Other \_\_\_\_\_

### **6. Sustainability**

Are there ways your project will help benefit the health and wellness of your priority population and/or community even after the project is completed? For example, participants will use new knowledge, walking group will continue, etc.

## **7. Acknowledgement**

How will you acknowledge the contributions of the Western Regional Wellness Coalition?

- Display WRWC poster during the project (A color copy can be provided)
- Include WRWC logo on our print materials (flyers, posters, agendas, etc.)

Please send copy of WRWC logo to this e-mail address: \_\_\_\_\_

- Verbally thank WRWC and all sponsors during the project
- Other \_\_\_\_\_

**8. Project Budget**

Project Needs (Please List)	Cost (Estimate)	Funding Source*		
		Coalition	Other Partners	In-Kind Service
1.				
2.				
3.				
4.				
5.				
6.				
7.				
Total Cost (Each Source):				

\*Please list the sources from which you expect to receive support for each item (*Coalition* or *Other Partners*). *In-Kind Service* refers to any free services you expect to receive to support the program (volunteer time, use of space, etc.). All columns should add up to the total cost of your project.

## **9. Authorization**

We, the undersigned, acknowledge that this application was completed with true and accurate information. If we are successful in receiving funding from the coalition, we will use those funds in accordance with our outlined project plan and budget and comply with the conditions outlined in the grant application.

Name of applicant (please print): \_\_\_\_\_

Signature of applicant: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Date: \_\_\_\_\_

Name of co-signer (please print): \_\_\_\_\_

Signature of co-signer: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Date: \_\_\_\_\_

## **10. Application Checklist**

Have you contacted your local Wellness Facilitator to discuss your application?

Yes No

Have you have completed all sections of the application?

Yes No

Have you signed and dated Section 9: Authorization (Applicant AND Co-signer)?

Yes No

Applications are kept in strict confidence. Please return this completed application to:

**Western Regional Wellness Coalition**

**C/O Tanya Barnes Matthews**

**P.O. Box 2005, Corner Brook, NL, A2H 6J7**

**Tel: (709) 637-5000, ext. 5355      Fax: (709) 637-5624**

**E-mail: [tanyamatthews@westernhealth.nl.ca](mailto:tanyamatthews@westernhealth.nl.ca)**