RBC Learn to Play Project
A partnership to build confidence in kids through physical literacy

February 18, 2014
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Greg Matthews – ParticipACTION
Lea Norris – Canadian Sport 4 Life
Presenters

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Greg Matthews, Projects Lead - ParticipACTION

Lea Norris, Community Connections Project Lead – Canadian Sport 4 Life
Presentation Overview

1. Welcome and RBC Learn to Play Project Overview

2. RBC Learn to Play Project Program Grants

3. RBC Learn to Play Project Community Grants

4. Capacity Building and Supports

5. Evaluation and Reporting

6. Physical Literacy Resources

7. Questions
RBC’s Commitment to Kids – Our Pledge

100 million. Five years. Over 1 million kids.

• We believe kids are our future: for our economic prosperity, the health of the planet and the hope of humanity

• We believe kids need and deserve our complete commitment so they can be healthy in mind, BODY and spirit

• The RBC Learn to Play Project brings focus to our approach to developing the physical well-being of Canada’s children
The inactivity crisis in Canada
What is RBC Learn to Play?

To provide kids with the right start in sport to enable them to PLAY and become healthy and active for life.

• RBC understands that children need to learn fundamental movement skills to develop the confidence and competence to participate in sport and physical activity

• The RBC Learn to Play Project – a multi-year commitment dedicated to incorporating physical literacy into youth sport and recreation programs with the goal of encouraging more kids to get out and play

• At the centre of the RBC Learn to Play Project is a charitable commitment to support organizations that are working to deliver quality sport and recreation programming to children ($2M/ 3 years)
RBC Learn to Play Grant
Program Partners

- Canadian Sport for Life
  quality sport & physical activity
- ParticipACTION
- RBC Foundation
- Active Healthy Kids Canada
  The Power to Move Kids™
Additional Components

Canadian Assessment for Physical Literacy
ParticipACTION – Who We Are
Physical Literacy
What is physical literacy?

Acquiring the skills and confidence to enjoy a variety of sports and physical activities.
Why develop physical literacy?

Physical Literacy increases:
- Educational success
- Cognitive skills
- Mental health
- Psychological wellness
- Social skills
- Healthy lifestyle habits
- Physical health
- Physical fitness

“Physical literacy is the gateway to physical activity!”
Defining physical literacy

Skills + Confidence = Fun = Active for Life
Physical literacy
The foundation of participation & achievement
CS4L model

A movement to improve the quality of sport and physical activity in Canada

Active for Life
Participants who have developed physical literacy can transition smoothly to being “Active for Life”. In addition, there should be a smooth transition from an athlete’s competitive career into lifelong activity and participation in sport.

Train to Win
Optimize the engine and learn to compete at high level

Train to Compete
Build aerobic base, develop speed and strength towards the end of this stage, and further develop and consolidate sport skills.

Train to Train
Build aerobic base, develop speed and strength towards the end of this stage, and further develop and consolidate sport skills.

Physical Literacy
Together the first three stages of Canadian Sport for Life (LTAD) are called Physical Literacy

Learn to Train
Learn overall sport skills

FUNdamentals
Learn fundamental movement skills and build agility, balance and coordination

Active Start
Learn basic movement skills and link them together into play. Develop habits of being active.

In partnership with
Granting Overview
## RBC Learn to Play Project
### Granting Components

<table>
<thead>
<tr>
<th>Sector Engagement</th>
<th>Community Granting</th>
<th>Capacity Building and Supports</th>
<th>Evaluation and Assessment</th>
</tr>
</thead>
</table>

*In partnership with* [Canadian Sport for Life](https://www.cscs.ca) [Active Healthy Kids Canada](https://www.ahkc.ca) [CHEO Research Institute](https://www.cherokeeresearch.ca) [RBC](https://www.rbc.com)
RBC Learn to Play Project Grant Overview for Program and Community Grants

• To apply visit www.rbc.com/learntoplay
• Grants to local organizations and communities to implement programs consistent with physical literacy principles
• Minimum $2 million over three years

<table>
<thead>
<tr>
<th>Program Grants</th>
<th>Community Grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000 – $10,000</td>
<td>$10,001 – $25,000</td>
</tr>
</tbody>
</table>
Who is **Eligible** to Apply?

- Must be located in Canada
- Must be a Not for Profit or/ CRA registered charity or/ CRA qualified donee (See [www.rbc.com/donations](http://www.rbc.com/donations))
- Financial statements required, must be audited for grants over $5,000

**Eligible applicants can include (but not limited to):**

- Local sports clubs/associations
- Municipal parks and recreation departments
- Out of school programs
- Community centers
- Schools
- Post secondary institutions
- Groups that deliver community based sport/recreation/physical activity
- Aboriginal organizations
- Early years programs
Who is **Not Eligible** to Apply?

- Political organizations or parties
- For Profit Organizations
- Programs that have religious or sectarian elements or outcomes
- Organizations whose primary purpose is lobbying or political action
- Private fee based schools
- Organizations currently receiving funding from RBC Foundation in the current fiscal year
Funds can support

- Equipment
- Facility Use
- Instruction
- Training/education
- Transportation
- Nutrition
- Support to lower the cost of participation
- Promotion
- Project Staffing/Admin Costs
- Cost of Inclusion
- Other

Funds CANNOT support

- Capital Projects e.g., Installation of football posts
- Funding equipment/uniforms/travel of established sports teams
RBC Learn to Play PROGRAM Grants
Program Grants

• Grants ranging from $1,000 to $10,000

• Programs primarily targeted at children 2 -12 years of age

• Aimed at supporting local community organizations to implement programs that help build confidence in children through physical literacy principals
**Programs Eligible for Funding**

1. Programs that implement a new approach/delivery to sport and physical activity through the introduction of a physical literacy-based program recommended by Canadian Sport 4 Life [http://canadiansportforlife.ca/resources/find-quality-sport-programs](http://canadiansportforlife.ca/resources/find-quality-sport-programs)

2. Programs that provide instruction/learning of a new skill or sport that the child/youth would otherwise not have had the opportunity to experience in their community

3. Programs that emphasize and expose children/youth to a multi-sport or multi-skill participation experience
<table>
<thead>
<tr>
<th>Physical Literacy Programs</th>
<th>Active Start</th>
<th>FUNdamentals</th>
<th>Learn to Train</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basketball</td>
<td>Lacrosse FITS (?)</td>
<td>Steve Nash Youth Basketball</td>
<td>Steve Nash Youth Basketball</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>Mini Volleyball</td>
<td>CANGYM</td>
<td>CANGYM</td>
</tr>
<tr>
<td>Lacrosse</td>
<td></td>
<td>Lacrosse FITS</td>
<td>Lacrosse FITS</td>
</tr>
<tr>
<td>Table tennis</td>
<td></td>
<td>TOPS Table Tennis</td>
<td>TOPS Table Tennis</td>
</tr>
<tr>
<td>Tennis</td>
<td></td>
<td>Progressive Tennis</td>
<td>Progressive Tennis</td>
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<tr>
<td>Volleyball</td>
<td></td>
<td>Atomic Volleyball</td>
<td>Atomic Volleyball</td>
</tr>
<tr>
<td>Wheelchair basketball</td>
<td></td>
<td>Bridging the Gap</td>
<td>Bridging the Gap</td>
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<tr>
<td>Wheelchair rugby</td>
<td></td>
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<tr>
<td>Field</td>
<td></td>
<td>Rally Cap</td>
<td>Grand Slam (under development)</td>
</tr>
<tr>
<td>Baseball</td>
<td></td>
<td>FunStix</td>
<td>Getting Hooked</td>
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<tr>
<td>Field hockey</td>
<td></td>
<td></td>
<td>Junior Player Development</td>
</tr>
<tr>
<td>Football</td>
<td></td>
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<tr>
<td>Soccer</td>
<td>Active Start Soccer Fests</td>
<td>Learn to Play</td>
<td></td>
</tr>
<tr>
<td>Softball</td>
<td></td>
<td></td>
<td>CANpitch</td>
</tr>
<tr>
<td>Broomball</td>
<td>Initiation</td>
<td>Broomball For Fun</td>
<td>Rock and Rings</td>
</tr>
<tr>
<td>Curling</td>
<td></td>
<td>Rock and Rings</td>
<td>Atom</td>
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<tr>
<td>Hockey</td>
<td></td>
<td>Novice</td>
<td></td>
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<tr>
<td>Ringette</td>
<td></td>
<td>ABC Program</td>
<td></td>
</tr>
<tr>
<td>Skating</td>
<td>Can Skate</td>
<td>Can Skate / STAR skate</td>
<td>STAR Skate</td>
</tr>
<tr>
<td>Speed skating</td>
<td></td>
<td>Learn to Skate Lesson Plans</td>
<td>Learn to Skate Lesson Plans</td>
</tr>
<tr>
<td>Combative</td>
<td>J7</td>
<td>U7</td>
<td>U11</td>
</tr>
<tr>
<td>Judo</td>
<td>Hajime</td>
<td>Building Blocks</td>
<td>Karate Literacy</td>
</tr>
<tr>
<td>Karate</td>
<td></td>
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<tr>
<td>Alpine</td>
<td>Bunny Rabbit Program</td>
<td>Snow Stars level 1, 2 &amp; 3</td>
<td>Snow Stars, level 4 &amp; 5</td>
</tr>
<tr>
<td>Cross-country skiing</td>
<td></td>
<td>Jack Rabbit Program</td>
<td>Track Attack Program</td>
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<tr>
<td>Freestyle skiing</td>
<td></td>
<td>RBC jumps and Bumps</td>
<td>Freestylez</td>
</tr>
<tr>
<td>Snowboarding</td>
<td></td>
<td></td>
<td>RBC Riders</td>
</tr>
<tr>
<td>Athletics</td>
<td>Run Jump Throw</td>
<td>Kids CAN-BIKE Festival</td>
<td>Run Jump Throw</td>
</tr>
<tr>
<td>Biathlon</td>
<td></td>
<td>Kids CAN-BIKE Course</td>
<td>Biathlon Bears</td>
</tr>
<tr>
<td>Cycling</td>
<td></td>
<td>Kids of Steel</td>
<td></td>
</tr>
<tr>
<td>Triathlon</td>
<td>Active Start</td>
<td>Fundamentals</td>
<td>Kids of Steel</td>
</tr>
<tr>
<td>Special Olympics</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Archery</td>
<td></td>
<td>CanBow</td>
<td>CanBow</td>
</tr>
<tr>
<td>Snowboarding</td>
<td></td>
<td>Youth Bowling Canada</td>
<td>Youth Bowling Canada</td>
</tr>
<tr>
<td>Target</td>
<td>Learn To Play</td>
<td>Golf in Schools</td>
<td>Golf in Schools</td>
</tr>
<tr>
<td>Canoe &amp; kayak</td>
<td></td>
<td></td>
<td>Recreational Target Shooting</td>
</tr>
<tr>
<td>Rowing</td>
<td></td>
<td>CanoeKids</td>
<td>Journey 1, 2, 3</td>
</tr>
<tr>
<td>Sailing</td>
<td></td>
<td>Journey 1, 2, 3</td>
<td>Can Sail</td>
</tr>
<tr>
<td>Swimming</td>
<td>CANSwim</td>
<td>CANSwim</td>
<td>Aqua Squirts</td>
</tr>
<tr>
<td>Water</td>
<td></td>
<td>Aqua Squirts</td>
<td></td>
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</tbody>
</table>
Selection Criteria

The review committee will consider the following criteria when evaluating applications (criteria can be found at rbc.com/learntoplay):

• Delivery of a Canadian Sport 4 Life recommended program
• The program provides instruction/learning of a new skill or sport that the child/youth would otherwise not have had the opportunity to experience and delivered by qualified instructors
• The program emphasizes and exposes children to multiple fundamental movement skills and/or sport experiences delivered by qualified instructors
• The program partners with other physical activity or sport providers in the funding/planning/delivery of the program
• The program includes leadership development opportunities which include training of staff, volunteers or others working with children
• The program evaluates physical literacy by using a recognized assessment tool such as Canadian Assessment of Physical Literacy (CAPL), Physical Literacy Assessment for Youth (PLAY) or Passport for Life
## Application Process/Review/Selection

<table>
<thead>
<tr>
<th>STAGES</th>
<th>KEY DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Grants open</td>
<td>March 6, 2014</td>
</tr>
<tr>
<td>2 - Grants close</td>
<td>May 16, 2014</td>
</tr>
<tr>
<td>3 - National review and selection</td>
<td>May 16 – Early September 2014</td>
</tr>
<tr>
<td>4 - Successful Program Grant applicants notified</td>
<td>Early September 2014</td>
</tr>
<tr>
<td>5 - End date for programs to be completed</td>
<td>November 30, 2015</td>
</tr>
<tr>
<td>6 - Reporting and evaluation due</td>
<td>December 31, 2015</td>
</tr>
</tbody>
</table>
Program Grant Examples

Winnipeg Community Sport Council

- Learn to Bike program with unique partnerships providing refurbished bikes and instruction to disadvantaged youth

WinSport Canada

- Expand staff training, new equipment and additional programming for underserviced youth
RBC Learn to Play COMMUNITY Grants
Community Grants

- Grants ranging from $10,001 to $25,000

- Will be awarded to community groups focused on improving the quality of sport and increasing participation for children within their communities

Purpose: Transforming the way sport and physical activity is...

- Planned
- Delivered
- Accepted
Communities are defined as municipalities, schools and organizations that come together for a common purpose and share mutual objectives.
Physical Literacy = The Golden Thread

HEALTHY DEVELOPMENT OF THE WHOLE PERSON

Health
Education
Recreation
Sport
It starts and ends in the community
CHAMPION...
A PERSON WHO FIGHTS OR ARGUES FOR A CAUSE OR ON BEHALF OF ANOTHER PERSON.
It takes a village

Physical Literacy Starts Here

Town Hall
November 7, 2013
7 p.m., at Davies Hall
St. Lawrence College
Kingston, ON

RSVP:
info@KingstonGetsActive.ca

CONNECTING
Kingston’s Sport, Health
Recreation and Education
providers with
local Physical Literacy
champions

It’s not just about sports.
It’s about giving children and
youth the opportunity to live
a happy, healthy, long life.

Physical Literacy

Individual and Organizational Champions
Community Leadership Teams
Awareness and Education
Action!
Learning (evaluation) and Sharing

In partnership with

rbc.com/learntoplay
Examples of core elements eligible for Community funding

• Leadership development opportunities

• Hosting a “Becoming a Learn to Play Community Mini Summit”

• Hosting a Physical Literacy Summit

• Formation or, or support for leadership team, alliance or council

• Creation and implementation of a community sport and physical activity policy

• Creation and implementation of a facility usage policy

• Evaluation and benchmarking

• A new delivery for model for sport and physical activity program
Expression of Interest (EOI) Community Grants

• Online application to determine who will be invited to submit a full proposal
• Describes project, key partners, a high level community action plan and budget overview
• RBC is committed to supporting collaborative projects
• Applicant must be a registered charity with the Canada Revenue Agency, or a CRA qualified donee and able to provide a list of the board of directors and audited financial statements
Selection Criteria

• **Community leadership team and partners**
  • Level of collaboration amongst health, education, recreation, sport and other sectors
  • Demonstrated commitment from partners (financial and/or – kind)

• **Quality of Community Action Plan**
Community action plan

*Key factors to take into consideration in developing your community action plan*

- Plan to develop physical literacy in children and youth
- Community driven development
- Working together
- Policy and strategy
- Enhanced leadership and engagement
- Education and training
- Quality sport and physical activity
- Sport for development
- Continuous improvement

*For more information on these factors:*
### Stages and Key Dates

<table>
<thead>
<tr>
<th>STAGES</th>
<th>KEY DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – Expression of Interest (EOI) open for applications online</td>
<td>March 6, 2014</td>
</tr>
<tr>
<td>2 – Expressions of interest close</td>
<td>April 4, 2014</td>
</tr>
<tr>
<td>3 – Expressions of Interest assessed by national review committee</td>
<td>April 7 – 30, 2014</td>
</tr>
<tr>
<td>4 – Successful Expression of Interest applicants notified and invited to complete a full proposal</td>
<td>May 1 – May 30, 2014</td>
</tr>
<tr>
<td>5 – Webinars to support successful expression of interest applicants in completing full proposals</td>
<td>Early May, 2014</td>
</tr>
<tr>
<td>6 – Full proposals due online</td>
<td>May 30, 2014</td>
</tr>
<tr>
<td>7 - Community Grants projects completed by</td>
<td>November 30, 2015</td>
</tr>
<tr>
<td>8 – All reporting and evaluation due</td>
<td>December 31, 2015</td>
</tr>
</tbody>
</table>
Community Grant Examples

Hamilton Physical Literacy for All Steering Committee
• 10 workshops to train 240 teachers, coaches and leaders in quality physical literacy programming

Ray Cam Cooperative Centre
Vancouver
• Connect new immigrant youth to sport and creation programs, training for leaders
Capacity building and Supports
Supports

1. Webinars
2. Application
3. Evaluation
4. Capacity building
# Capacity Building

<table>
<thead>
<tr>
<th>Grant Type</th>
<th>Service Supports Available</th>
</tr>
</thead>
</table>
| Program Grants & Community Grants       | • CS4L Online Resources  
• Webinars based on common needs / requests                                               |
| Community Grants only                   | • Community of Practice  
• Community specific supports  
   1. Mentoring  
   2. Analysis (asset mapping and benchmarking)  
   3. Education  
   4. Strategy and Implementation            |
Evaluation and Reporting
Evaluation and Assessment Module

• Collect data against a common set of indicators
• Processes and tools
• Consistent assessment and reporting
• Evaluation and reporting webinar
# Grant Program Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Play Program Grants</th>
<th>Play Community Grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>March’14</td>
<td>RBC Learn to Play grants due, March 6, 6:00 p.m.</td>
<td>Launch Community Grants due, March 6 at 6:00 p.m.</td>
</tr>
<tr>
<td>April’14</td>
<td>May 16, Play Project Grants due</td>
<td>May 1, Email Community Grant invitation to apply</td>
</tr>
<tr>
<td>May’14</td>
<td>June National Review of Play Program applications</td>
<td>May 30, Review of Community Grant applications</td>
</tr>
<tr>
<td>June’14</td>
<td>July 2, Regional Review of Play Program applications</td>
<td>July, Regional review of Community Grant applications</td>
</tr>
<tr>
<td>July’14</td>
<td>August 19 – September 8, Communicate with grant recipients</td>
<td>August 19 – September 8, Communicate with grant recipients</td>
</tr>
<tr>
<td>August</td>
<td>November 29, Announcement during Sports Day in Canada</td>
<td>November 29, Announcement during Sports Day in Canada</td>
</tr>
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</table>

- **February 18**: RBC Learn to Play webinar (EN)
- **February 21**: RBC Learn to Play webinar (FR)
Resources

APPLY AT RBC – www.rbc.com/learntoplay

ParticipACTION – www.participaction.ca
Canadian Sport for Life – www.canadiansportforlife.ca
Active Healthy Kids Canada – www.activehealthykids.ca
Physical Literacy – www.physicalliteracy.ca

Becoming a CS4L Community Resource (French translation in progress):

Canadian Sport 4 Life Community Scan -
https://www.surveymonkey.com/s/CS4Lcommunityfast
Questions?