



**RBC**  
**Learn to Play**  
**Project**



## **RBC Learn to Play Project**

**A partnership to build confidence in kids  
through physical literacy**

February 18, 2014

Wafa Kadri – RBC

Greg Matthews – ParticipACTION

Lea Norris – Canadian Sport 4 Life





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# Presenters



Wafa Kadri, Senior Manager – RBC Foundation



Greg Matthews, Projects Lead - ParticipACTION



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

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# 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)



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# RBC Learn to Play Project Partners



The Power to Move Kids™



**PARTICIPACTION**



**CANADIAN  
SPORT FOR LIFE**  
*quality sport & physical activity*



**Special Olympics**

**CHEO** Research Institute  
*Healthy Active Living and Obesity Research*



**PHE Canada**  
*Physical & Health Education Canada*





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# RBC Learn to Play Grant Program Partners



**CANADIAN  
SPORT FOR LIFE**  
*quality sport & physical activity*



**RBC Foundation**



**The Power to Move Kids™**



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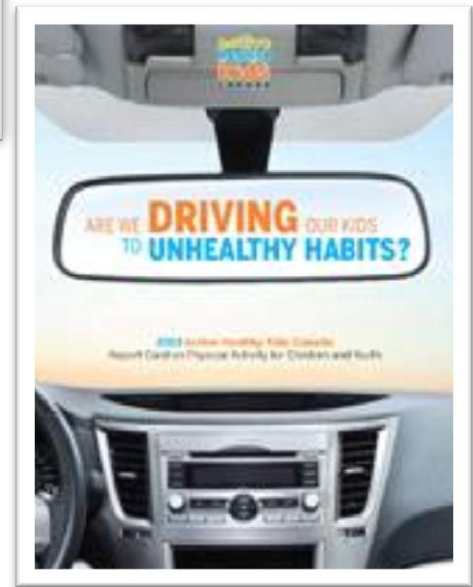
# Additional Components



TRUE  
SPORT



## Canadian Assessment for Physical Literacy



### CHEO

Research Institute  
Healthy Active Living and Obesity Research

Institut de recherche  
Recherche sur les saines habitudes de vie et l'obésité

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# ParticipACTION – Who We Are



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# CANADIAN SPORT 4 LIFE



[www.CS4L.ca](http://www.CS4L.ca)



**CANADIAN  
SPORT FOR LIFE**  
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# What is physical literacy?



Acquiring the  
skills and  
confidence to  
enjoy a variety  
of sports and  
physical  
activities

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# Why develop physical literacy?

## Physical Activity



- ↑ Educational success
- ↑ Cognitive skills
- ↑ Mental health
- ↑ Psychological wellness
- ↑ Social skills
- ↑ Healthy lifestyle habits
- ↑ Physical health
- ↑ Physical fitness

## Physical Literacy

“Physical literacy is the gateway to physical activity!”

# Defining physical literacy



Skills



Confidence



Fun



Active for Life



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# Physical literacy

*The foundation of participation & achievement*



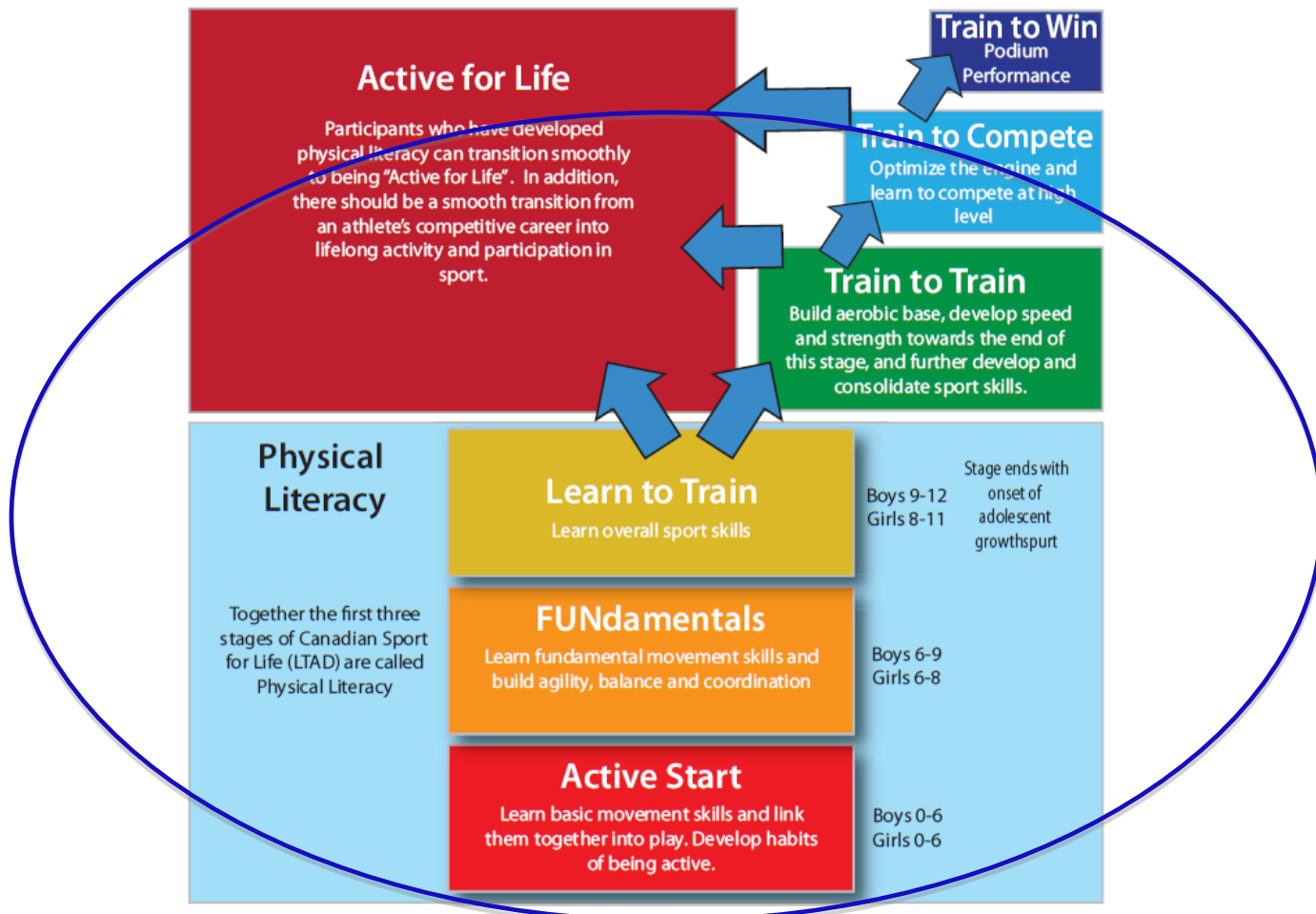
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# CS4L model

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







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# Granting Overview

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# RBC Learn to Play Project Granting Components

**Sector  
Engagement**

**Community  
Granting**

**Capacity  
Building and  
Supports**

**Evaluation  
and  
Assessment**

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# RBC Learn to Play Project Grant Overview for Program and Community Grants

- To apply visit [www.rbc.com/learntoplay](http://www.rbc.com/learntoplay)
- Grants to local organizations and communities to implement programs consistent with physical literacy principles
- Minimum \$2 million over three years

Program Grants	Community Grants
\$1,000 – \$10,000	\$10,001 – \$25,000



# 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





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# RBC Learn to Play PROGRAM Grants

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# 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



**RUN**

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**JUMP**



**CATCH**



**THROW**



**SWIM**

[rbc.com/learntoplay](http://rbc.com/learntoplay)



# 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>

2. Programs that provide instruction/learning of a new skill or sport that the child/youth would otherwise not 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





# RBC Learn to Play Project



	Physical Literacy Programs	Active Start	FUNDamentals	Learn to Train
<b>Court/Gym</b>	Basketball Gymnastics Lacrosse Table tennis Tennis Volleyball Wheelchair basketball Wheelchair rugby	<a href="#">Lacrosse FITS (?)</a>  <a href="#">Mini Volleyball</a>	<a href="#">Steve Nash Youth Basketball CANGYM</a> <a href="#">Lacrosse FITS</a> <a href="#">TOPS Table Tennis</a> <a href="#">Progressive Tennis</a>	<a href="#">Steve Nash Youth Basketball CANGYM</a> <a href="#">Lacrosse FITS</a> <a href="#">TOPS Table Tennis</a> <a href="#">Progressive Tennis</a> <a href="#">Atomic Volleyball</a> <a href="#">Bridging the Gap</a> <a href="#">Bridging the Gap</a>
<b>Field</b>	Baseball Field hockey Football Soccer Softball	<a href="#">Active Start Soccer Fests</a>	<a href="#">Rally Cap</a> <a href="#">FunStix</a>  <a href="#">Active Start Soccer Fests</a> <a href="#">Learn To Play</a>	<a href="#">Grand Slam (under development)</a> <a href="#">Getting Hooked</a> <a href="#">Junior Player Development</a>  <a href="#">CANpitch</a>
<b>Ice</b>	Broomball Curling Hockey Ringette Skating Speed skating	<a href="#">Initiation</a>  <a href="#">Can Skate</a>	<a href="#">Broomball For Fun</a> <a href="#">Rock and Rings</a> <a href="#">Novice</a> <a href="#">ABC Program</a> <a href="#">Can Skate / STAR Skate</a> <a href="#">Learn to Skate Lesson Plans</a>	<a href="#">Rock and Rings</a> <a href="#">Atom</a>  <a href="#">STAR Skate</a> <a href="#">Learn to Skate Lesson Plans</a>
<b>Combative</b>	Judo Karate	<a href="#">U7</a> <a href="#">Hajime</a>	<a href="#">U9</a> <a href="#">Building Blocks</a>	<a href="#">U11</a> <a href="#">Karate Literacy</a>
<b>Mountain</b>	Alpine Cross-country skiing Freestyle skiing Snowboarding	<a href="#">Bunny Rabbit Program</a>	<a href="#">Snow Stars level 1, 2 &amp; 3</a> <a href="#">Jack Rabbit Program</a> <a href="#">RBC Jumps and Bumps</a>	<a href="#">Snow Stars, level 4 &amp; 5</a> <a href="#">Track Attack Program</a> <a href="#">Freestylerz</a> <a href="#">RBC Riders</a>
<b>Multi-Event</b>	Athletics Biathlon Cycling Triathlon Special Olympics	<a href="#">Kids of Steel</a> <a href="#">Active Start</a>	<a href="#">Run Jump Throw</a>  <a href="#">Kids CAN-BIKE Festival</a> <a href="#">Kids of Steel</a> <a href="#">Fundamentals</a>	<a href="#">Run Jump Throw</a> <a href="#">Biathlon Bears</a> <a href="#">Kids CAN-BIKE Course</a> <a href="#">Kids of Steel</a>
<b>Target</b>	Archery Bowling Golf Shooting	<a href="#">Learn To Play</a>	<a href="#">CanBow</a> <a href="#">Youth Bowling Canada</a> <a href="#">Golf in Schools</a>	<a href="#">CanBow</a> <a href="#">Youth Bowling Canada</a> <a href="#">Golf in Schools</a> <a href="#">Recreational Target Shooting</a>
<b>Water</b>	Canoe & kayak Rowing Sailing Swimming Synchro	<a href="#">CANSwim</a>	<a href="#">CanoeKids</a> <a href="#">Journey 1, 2, 3</a> <a href="#">Can Sail</a> <a href="#">CANSwim</a> <a href="#">Aqua Squirts</a>	<a href="#">Journey 1, 2, 3</a> <a href="#">Can Sail</a>  <a href="#">Aqua Squirts</a>

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# Selection Criteria

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

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





# 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 underserved youth





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# RBC Learn to Play COMMUNITY Grants

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# 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

Health

Education

HEALTHY DEVELOPMENT

OF THE WHOLE PERSON

Recreation

Sport







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# It starts and ends in the community



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**CHAMPION...**  
**A PERSON WHO FIGHTS OR ARGUES FOR A  
CAUSE OR ON BEHALF OF ANOTHER PERSON.**

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# 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](mailto: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.*





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# 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

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# 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

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# 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:*

[http://canadiansportforlife.ca/sites/default/files/resources/CommunityAssess\\_Sept9\\_web.pdf](http://canadiansportforlife.ca/sites/default/files/resources/CommunityAssess_Sept9_web.pdf)





# Stages and key dates



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



# 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





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# Capacity building and Supports

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# Supports

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



# Capacity Building

Grant Type	Service Supports Available
Program Grants & Community Grants	<ul style="list-style-type: none"> <li>• CS4L Online Resources</li> <li>• Webinars based on common needs / requests</li> </ul>
Community Grants only	<ul style="list-style-type: none"> <li>• Community of Practice</li> <li>• Community specific supports               <ol style="list-style-type: none"> <li>1. Mentoring</li> <li>2. Analysis (asset mapping and benchmarking)</li> <li>3. Education</li> <li>4. Strategy and Implementation</li> </ol> </li> </ul>







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# Evaluation and Reporting

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# 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

	Feb'14	March'14	April'14	May'14	June'14	July'14	August	November
<b>Play Program Grants</b>	<b>February 18</b> RBC Learn to Play webinar (EN)	<b>March 6</b> Launch Play Program application		<b>May 16</b> Play Project Grants due	<b>June</b> National Review of Play Program applications	<b>July 2</b> Regional Review of Play Program applications	<b>August 19 – September 8</b> Communicate with grant recipients	<b>November 29</b> Announce during Sports Day in Canada
	<b>February 21</b> RBC Learn to Play webinar (FR)			<b>May</b> Review of Play Program applications				
<b>Play Community Grants</b>	<b>February 18</b> RBC Learn to Play webinar (EN)	<b>March 6</b> Launch Community Grants EOI	<b>April 4</b> EOI due	<b>May 1</b> Email Community Grant invitation to apply	<b>June</b> National Panel review of Community Grant applications	<b>July</b> Regional review of Community Grant applications	<b>August 19 – September 8</b> Communicate with grant recipients	<b>November 29</b> Announce during Sports Day in Canada
	<b>February 21</b> RBC Learn to Play webinar (FR)		<b>April 7-30</b> Review of EOI	<b>May (TBD)</b> Q&A webinar for Community Grant applicants				
				<b>May 30</b> Community Grant applications due				





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# Resources

APPLY AT RBC – [www.rbc.com/learntoplay](http://www.rbc.com/learntoplay)

ParticipACTION – [www.participaction.ca](http://www.participaction.ca)

Canadian Sport for Life – [www.canadiansportforlife.ca](http://www.canadiansportforlife.ca)

Active Healthy Kids Canada – [www.activehealthykids.ca](http://www.activehealthykids.ca)

Physical Literacy – [www.physicalliteracy.ca](http://www.physicalliteracy.ca)

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

[http://canadiansportforlife.ca/sites/default/files/resources/Community  
Assess\\_Sept9\\_web.pdf](http://canadiansportforlife.ca/sites/default/files/resources/Community_Assess_Sept9_web.pdf)

**Canadian Sport 4 Life Community Scan -**

<https://www.surveymonkey.com/s/CS4Lcommunityfast>



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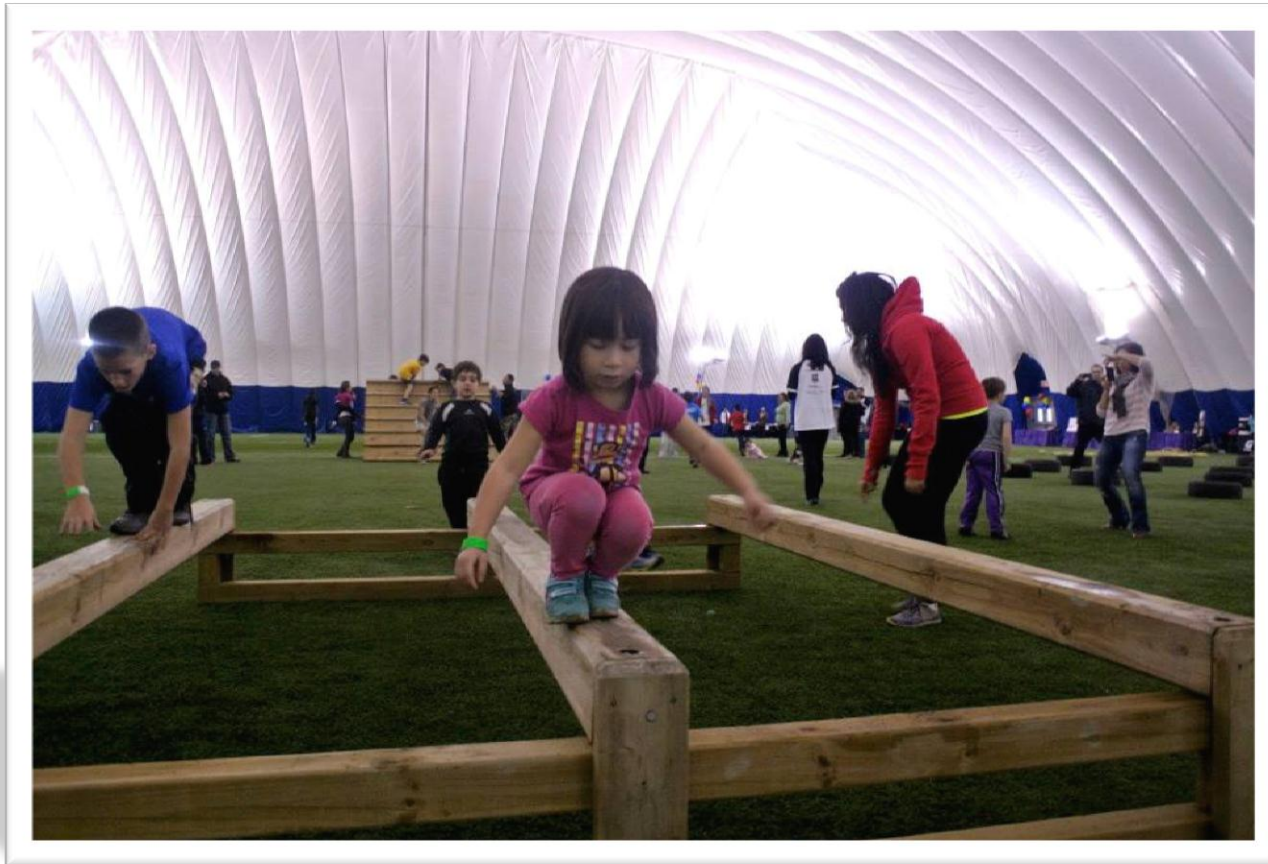




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# Questions?



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