



RBC  
Learn to Play  
Project



# RBC Learn to Play Project

A partnership to build confidence in kids through physical literacy

In partnership with



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada



# Presenters



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Wafa Kadri,  
*Director, Corporate Donations*  
RBC Corporate Donations

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Anne Warner,  
*Senior Manager, Impact Measurement and Evaluation*  
RBC Corporate Donations

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Anne Marie Hospod,  
*Projects Lead*  
ParticipACTION

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Eugene Todd,  
*Community Mentor*  
Canadian Sport for Life

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Nathan Honsberger,  
*Project Manager*  
Propel Centre for Population Health Impact

# Presentation Agenda

1. Welcome and RBC Learn to Play Project Overview
2. What is Physical Literacy
3. RBC Learn to Play Granting Program
4. Evaluation and Reporting
5. Questions



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# Overview

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# Overview



- RBC believes in the importance of building the confidence, competence and motivation for kids to be active for life
- The project is a multi-faceted and sector partnership approach dedicated to teaching kids the basic skills they need to participate in sport and recreation programs
- In partnership with the Public Health Agency of Canada, RBC will provide over \$5 million in grants over 3 years:
  - 2014, **\$1.6 million** awarded to **over 180 organizations**
  - 2015, **\$2.06 million** awarded to **199 organizations**
  - 2016, we will award more than **\$2 million** across Canada

# RBC Learn to Play Grant Program Partners



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**CANADIAN  
SPORT FOR LIFE**



Agence de la santé  
publique du Canada

Public Health  
Agency of Canada

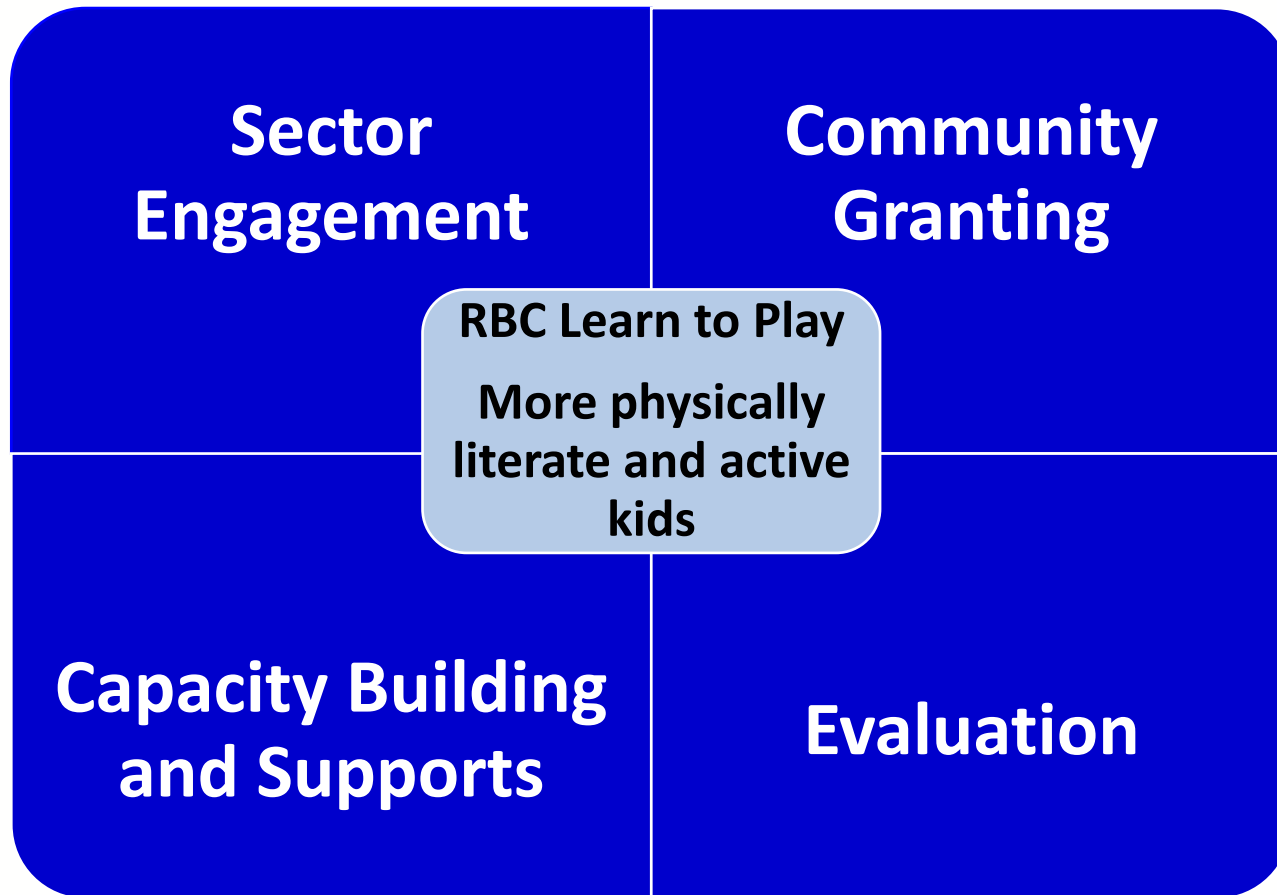


**PROPEL**  
CENTRE FOR  
POPULATION  
HEALTH IMPACT



**PARTICIPACTION**  
*Let's get moving.*

# A multi-faceted approach



# ParticipACTION – Who We Are and Our Role



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**PARTICIPACTION**







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# Physical Literacy



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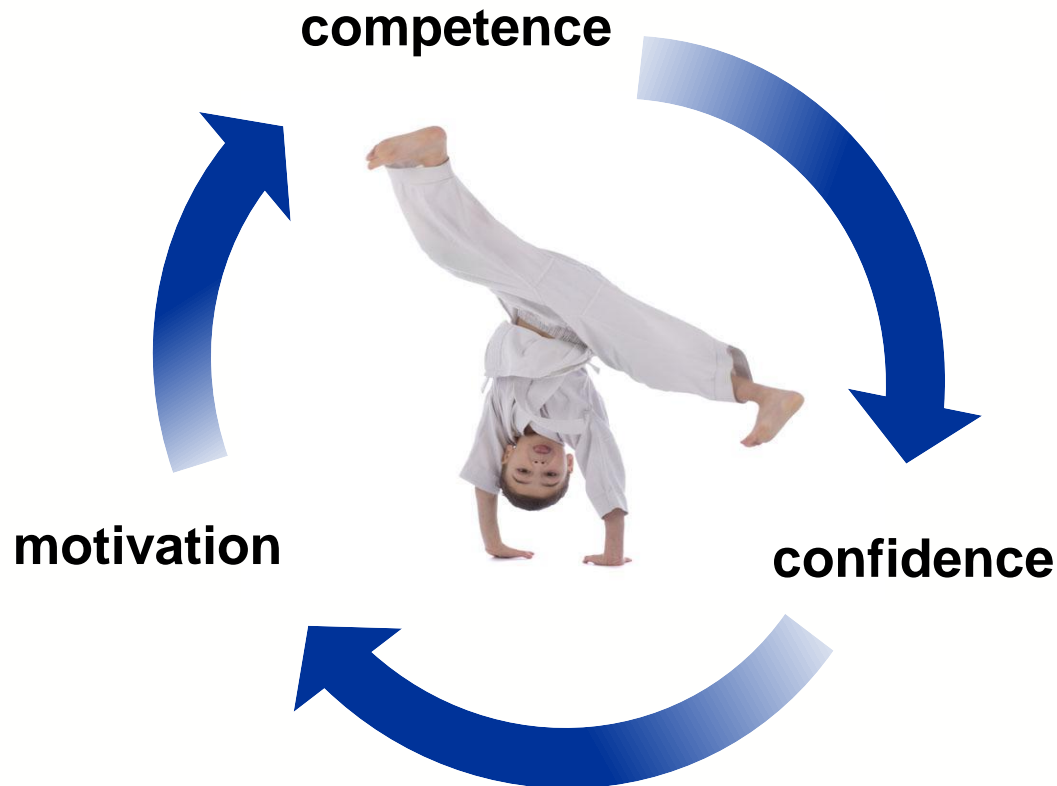


**CANADIAN  
SPORT FOR LIFE**

*quality sport & physical activity*

# Physical literacy

**Physical literacy** is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.



# RBC Learn to Play Grantee Support 'Community Mentors'



- Community Stream Grantees will be able to contact a Mentor should a question or issue arise
- Leadership Stream Grantees will have regular access to a 'Mentor' throughout the duration of their project.
- Mentors represent a broad range of experience
- Mentors can assist with developing training opportunities (e.g. webinars), leadership development or accessing projects which might be similar in nature.
- Provide a conduit for accessing to physical literacy resources – e.g. (RBC Learn to Play portal [www.physicalliteracy.ca/L2P](http://www.physicalliteracy.ca/L2P))

[communities@canadiansportforlife.ca](mailto:communities@canadiansportforlife.ca)

**Supports = Success!**





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# Granting Program

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# Grant Overview: Community and Leadership 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
- Application support available through Canadian Sport for Life - [communities@canadiansportforlife.ca](mailto:communities@canadiansportforlife.ca)

Community Grants (\$1000-\$10 000)	Leadership Grants \$10 001 - \$25 000
Not for Profit Organizations	N/A
CRA Registered Charities	CRA Registered Charities (lead applicant)
CRA Qualified Donees	CRA Qualified Donees (See <a href="http://www.rbc.com/donations">www.rbc.com/donations</a> )
Please also note applicants for both Community and Leadership grants must be based in Canada and for grants over \$5000 audited financial statements are required at application.	

## What is a Community Grant?

- Grants ranging from \$1,000 to \$10,000
- Programs primarily targeted at children 2 -12 years of age, however consideration will still be given to programs that engage older children and youth and based on physical literacy principles.
- Learn to Skate applications will also be available via the community grant application
- Aimed at supporting local community organizations to implement programs that help build confidence in children through physical literacy principles

## Example

- Grant Awarded to: **Town of Milton** Grant received: **\$10,000**
- An existing program will reach an estimated 420 children aged 2 -12
- The Move More Sports program targets children at 3 different stages in the Canadian Sport for Life LTAD model (Active Start, FUNdamentals, Learn to Train)
- Instructors leading physical activity sessions will be trained
- The program will run for 30 weeks in the community in total

## What is a Leadership Grant?

- Grants ranging from \$10,001 to \$25,000
- Programs that are developing or implementing action plans to transform the way sport and physical activities are planned and delivered, such as programs that makes sports available for new immigrant youth.
- Some examples of core elements eligible for Leadership funding include:
  1. Leadership development opportunities
  2. Partnership
  3. Quality Programming

## Example

- Grant Awarded to: **Boys and Girls Club of Kawartha Lakes** Grant received: **16,646**
- The project educates and engages community leaders from various sectors in training that will enable them to align their programs with the principles of physical literacy.
- It will consist of three activities: 1) a physical literacy summit, 2) targeted workshops/training events 3) education and awareness sessions with community leaders



# Eligibility

## Who is Eligible to Apply?

- 1) Local sports clubs/associations
- 2) Municipal parks/recreation departments
- 3) Out of school programs
- 4) Community centers
- 5) Schools
- 6) Post secondary institutions
- 7) Groups that deliver community based sport/recreation/physical activity
- 8) Aboriginal organizations
- 9) Early years programs

## Who is Not Eligible to Apply?

- 1) Political organizations/parties
- 2) For Profit Organizations (can partner with CRA charities and NFPs)
- 3) Religious/Sectarian Programs
- 4) Political/lobbying organizations
- 5) Private fee based schools
- 6) Organizations 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
- Summits/leadership development
- 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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# Evaluation

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# Why Evaluate?

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- 1 Program impact

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- 2 Program strengths and weaknesses

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- 3 Funding opportunities

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- 4 Contribute to Overall Impact of RBC Citizenship Programs

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# Evaluation Components



## RBC SmartSimple Reporting

Impact Measures and Reporting on Application

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Collect Data

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Impact Measures and Reporting on Year End Report

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## RBC Learn To Play Supplementary Tools

BEFORE and AFTER Program Participation Surveys (Community Action Grantees)

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Training Event Survey

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Community Assessment Tool (Leadership Grantees)

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# Your Very OWN Evaluation Report!

## Results include:

- Program impact on participants
- Changes in fundamental movement skills
- Training event impact



### Introduction

This final report is meant to provide you with feedback from your *Before and After Participation Survey* and *Training Event Survey* responses. The information in this report will help you understand how your program is making a difference and how you may be able to improve in the future.


### Program Impact on Participants

The *Before and After Participation Survey* asks questions about participant development in fundamental movement skills, physical literacy, and program satisfaction.

### Survey Respondent Demographics



This section indicates the number of respondents that completed most or all of the *After Participation Survey*.

		Before Participation Respondents		After Participation Respondents	
Response		#	%	#	%
Respondant Type	Participant	25	42%	22	34%
	Parent/Guardian	35	58%	8	12%
Participant Gender	Boy	27	45%	22	34%
	Girl	33	55%	8	12%
Participant Age	0-5 (Active Start)	11#	18%	-	-
	6-8 (Fundamentals)	20#	33%	-	-
	9-12 (Learn to Train)	19#	32%	-	-
13-24 (Train to Train/Active for Life)		10#	17%	-	-
<b>TOTAL</b>		<b>60</b>	<b>-</b>	<b>65</b>	<b>-</b>








For more information please contact [learntoplay@rbc.com](mailto:learntoplay@rbc.com)

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### Fundamental Movement Skills

		Before % Above Moderate*	AFTER % Above Moderate*
	Ability to run	65% (39)	68% (44)
	Ability to start, stop, and change direction	53% (32)	71% (46)
	Ability to use hands to throw, catch, and carry objects	62% (37)	68% (44)
	Ability to use feet to kick or move objects	57% (34)	54% (35)
	Ability to use left and right sides equally during activity	39% (23)	46% (30)

\*Responses of "excellent", "very good", or "high ability" are considered above moderate.

### Program Participant's Comprehension

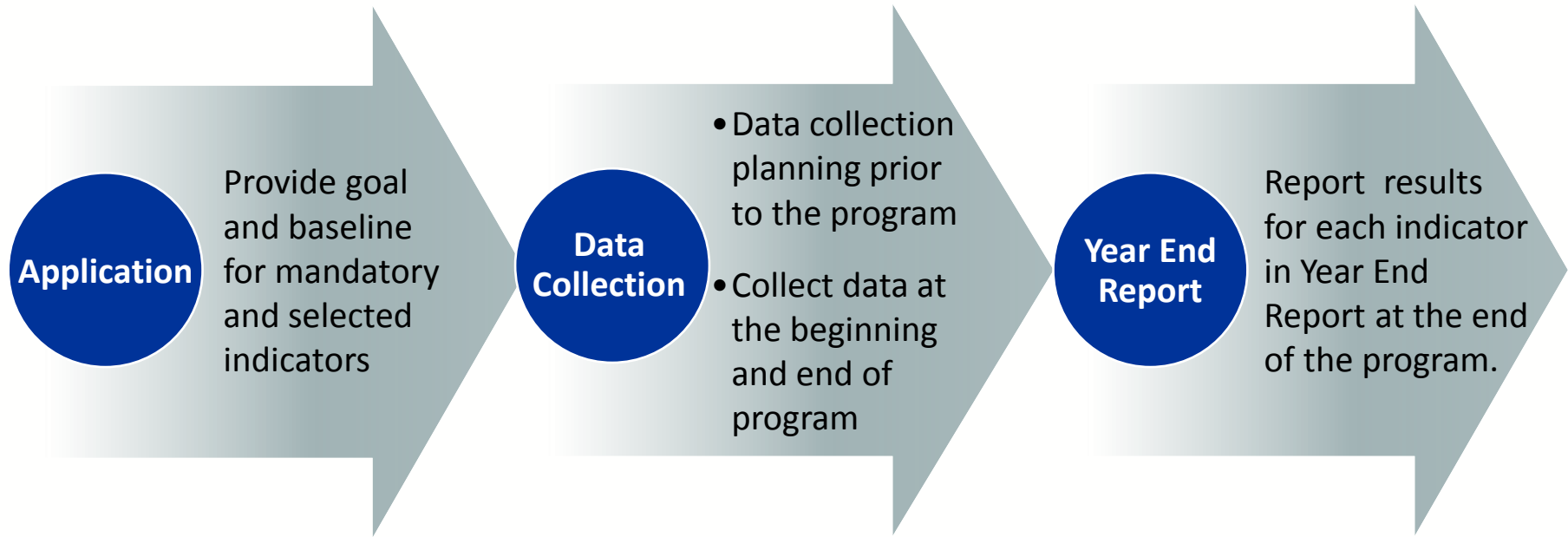
		Before % Above Moderate*	AFTER % Above Moderate*
Understanding of movement terms like skip, gallop, hop, and jump (parent responses only)		77% (46)	85% (55)
Understanding that being active is important for health and well-being (participant responses only)		84% (50)	94% (61)

\*Responses of "very true", "true", or "high" are considered above moderate.

For more information please contact [learntoplay@rbc.com](mailto:learntoplay@rbc.com)

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# SmartSimple Reporting Process



## “Impact Measures and Reporting” section on Application and Year End Report


1	Goals Impacting Children/Youth	<i>report on all</i>
2	General Reporting	<i>report on all</i>
3	Capacity Building	<i>select 2</i>
4	Economic Impact	<i>select 2</i>

# Impact Measures and Reporting

SmartSimple - \_Fake Organiz: X

← → ↻ 🏠 [https://donations.rbc.com/s\\_main.jsp?lang=1](https://donations.rbc.com/s_main.jsp?lang=1)

Apps For quick access, place your bookmarks here on the bookmarks bar. [Import bookmarks now...](#)

 Welcome: **Serkar**

[Home](#) | [Français](#) | [Organization Profile](#)

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**Application - Sandra LTP Com**

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<b>Funding Program:</b> RBC Learn to Play Project Program Grant	<b>Anticipated Start Date:</b> 2014-03-04
<b>Program/Project Title:</b> Sandra LTP Com	<b>Anticipated End Date:</b> 2014-03-04
<b>Organization:</b> _Fake Organization	

**Welcome to the RBC online application form.**

[Instructions](#) [Additional Resources](#) [Application Preview](#)

The deadline for submission is:

**Application reference number:** PLY\_PRJ2019017

<a href="#">Organization Profile</a>	<a href="#">Project Details</a>	<a href="#">Project Financials</a>	<a href="#">Impact Measures &amp; Reporting</a>	<a href="#">Acknowledgement</a>
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# Impact Measures and Reporting



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Welcome: Heb

[Home](#) | [Personal Profile](#) |

## GMS360° - Submission Manager - COM2018505

Applications **Activities** Settings

New Edit Audit History

Record 1 of

### Goals impacting children and youth:

- ☒ Number and percentage of parents with increased awareness of physical literacy as a direct result of this program/project
- ☒ Number and percentage of children that passed a standardized level in their program
- ☒ Number and percentage increase of hours of physical activity as a direct result of this program/project
- ☒ Number of kids and youth who received training as a direct result of this program/project
- ☒ Number of hours of activity offered as a direct result of this program/project
- ☒ Number and percentage increase of trained instructors/professionals (please specify training provided i.e. High Five, NCPP etc.) as a direct result of this program/project

### Please describe the measures used above

Open

Indicator	Goal/Objective	Goal Qty	Goal Units	Goal Description	Baseline Qty	Baseline Units	Baseline Description	Result Qty	Result Units	Result Description	Standard Used
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### General Reporting

Goal	Goal Qty	Goal Units	Goal Description	Baseline Qty	Baseline Units	Baseline Description	Result Qty	Result Units	Result Description
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

ADD

Indicator

# Indicator Example

		INDICATOR	Number of children who passed a standardized level in their program
Application	Data Collection	Baseline Quantity	0
		Baseline Units	Number of children/youth
		Baseline Description	This is a new program so no children/youth have passed a standardized level in the program.
		Goal Quantity	50
		Goal Units	Number of children/youth
		Goal Description	We are hopeful that 50 out of 55 (or 90%) of the children/youth in the judo program will pass their yellow belt.
Year End Report		Results Quantity	45
		Results Units	Number of children/youth
		Results Description	45 out of the 55 (81%)program participants passed their yellow belt.
		Standard Used	Program Records

# Evaluation Guide

- Step-by-step evaluation support
- Available under the “Additional Resources” tab on SmartSimple

Funding Program: RBC Learn to Play Project Leadership Grant

\* Program/Project Title:

Organization: \_Test Organization

Anticipated Start Date:

Anticipated End Date:

Welcome to the RBC online application form.

[Instructions](#) [Additional Resources](#) [Application Preview](#)

The deadline for submission is:

Application reference number: PLY\_COM2019102

[Organization Profile](#) [Project Details](#) [Impact Measures & Reporting](#) [Acknowledgement](#)

This section displays the information from your organization profile.

Registered charity number:  
12345678901234567890

Organization e-mail address:  
sandra.stewart@rbc.com

Mission/mandate:



# Key Dates

Stage	Timeline
Grant application opens	March 14 <sup>th</sup> 2016
Grant application closes	May 9 <sup>th</sup> 2016
Review and selection	May – August 2016
Applicants notified	Late August 2016
End date for programs to be completed	September 30 <sup>th</sup> 2017
Reporting and Evaluation Due	October 31 <sup>st</sup> 2017

# Resources and Questions?



Contact/Resource	Support Provided
<a href="mailto:learntoplay@RBC.com">learntoplay@RBC.com</a>	<ul style="list-style-type: none"><li>• General inquiries about program</li><li>• Unlimited individual evaluation support consultations</li><li>• Supplementary tools site technical support</li><li>• Assistance with SmartSimple reporting</li></ul>
<a href="mailto:support@smartsimple.com">support@smartsimple.com</a> OR 1-866-239-0991	<ul style="list-style-type: none"><li>• SmartSimple technical support</li></ul>

**Thank you and best of luck!**

**Apply at:** [www.rbc.com/learntoplay](http://www.rbc.com/learntoplay)