



CLUB ACTIVATION SUPPORT

Community Sport for All Grant

Overview

Speed Skating Canada (SSC) is a proud recipient of Sport Canada's 2023/2024 Community Sport for All Grant. The funds received are to support the revisions to SSC's Long-Term Development (LTD) framework, as well as programming to champion the development of grassroots skaters through revising and rebranding The Cutting Edge Program (Learn to Skate/Learn to Speed Skate).

Activation of LTD and the New Learn to Skate/Learn to Speed Skate Program

The new resources and program will be available for club implementation in September 2024 with complementary virtual training starting in the summer of 2024. Access to the program is available to all speed skating clubs across Canada.

In line with this initiative, SSC is delighted to extend financial assistance to a chosen group of clubs committed to implementing new LTD strategies and/or the new Learn to Skate/Learn to Speed Skate program at the onset of the 2024-2025 season. The primary objective of the Community Sport for All Grant is to eliminate obstacles, fostering a surge in sports participation rates, especially among underrepresented communities such as Black, Indigenous, racialized, 2SLGBTQIA+, low-income, and newcomer populations. The financial support offered to clubs is designed to bolster efforts in achieving this overarching goal.

LTD Activation Support: Financial assistance to support an option of two activation events appropriate for different stages of LTD. Sessions will be offered before December 1, 2024*, at no cost to participants.

Option 1: Active Start/FUNDamentals/Active for Life

Host a Try Speed Skating session targeted to underrepresented populations. The session will be coach-led and will utilize an SSC-branded activation card, outlining activities in the physical, cognitive, and social pillars of our LTD model relevant to the skill level of the skater.

Option 2: Learn to Train/Train to Train/Train to Compete

Host a skater engagement session that utilizes an SSC-branded activation card, outlining on-ice and off-ice testing for their recreational and competitive speed skaters. The session will also include cognitive and social activities suggested in our LTD model.

Club Activation Support – Community Sport for All Grant

*If a club is not able to execute programming before December 1, 2024, but is interested in this initiative, please apply, and indicate this on your application form.

**The number of grants and funds available are contingent on the interest and applications from our community as well as the depletion of our total allotted funds (~\$70K).



Learn to Skate/Learn to Speed Skate Activation Support: Financial assistance to clubs who will launch the new program before December 1, 2024*. With the support of SSC, clubs will be trained on the new program and resources as a tool to develop skaters at the Active Start, FUNdamentals, Learn to Train, and Active for Life stages of LTD.

Club Support Grants

Through an application process, SSC will have three (3) different types of grants available to speed skating clubs. Clubs must commit to the requirements and deliverables of their respective grant so that SSC can provide a detailed report back to Sport Canada in December.

NOTE: Clubs may apply for more than one activation grant.

	LTD Activation	Learn to Skate/Learn to Speed Skate Program Activation	
		Model Club Grant	Participating Club Grant
Number available	Approximately twenty (20) available** Max two (2) per club	Two (2) available**	Approximately twenty (20) available**
Grant amount	Minimum \$500**	Minimum \$5000**	Minimum \$2500 **
Requirements/ Deliverables	<ul style="list-style-type: none"> - The club must select Option 1 or 2 or both. - The club must offer the session(s) at no cost to the participants. - The club must collect all participant registration information via IceReg following the requirements of SSC. - Provide SSC with a templated final report upon completion of the session including the number of participants, activation card data, and hours of activity. 	<ul style="list-style-type: none"> - The selected clubs must have a team behind them that is invested and committed to delivering the new program as intended by SSC. - The club administrative and coaching team must attend in-depth training sessions during the summer of 2024. - The club should target outreach to communities with diverse demographics to promote the program among underrepresented groups. - The club must use grant funds to lower financial barriers for participating in the program. - The club must collect all participant registration information via IceReg following the requirements of SSC. - The Club must utilize the provided comprehensive toolkit of marketing materials for their local promotional efforts. - Provide SSC access to unofficial program photos and videos produced by the club. - Provide SSC with a templated final report upon completion of the program/season reporting on participation numbers, pin achievements, participant feedback and testimonials. - Must provide feedback to SSC via official feedback form. - Model Club Grant recipients only: <ul style="list-style-type: none"> o Be available to host and help recruit skaters for marketing and promotion media days for on and off-ice content creation in coordination with SSC. o Must designate an administrator/coach to be the primary contact for SSC for questions, clarifications, and program delivery feedback. 	
Use of funds (intended to)	<ul style="list-style-type: none"> - Ice time - Coach fees 	<ul style="list-style-type: none"> - Ice time - Subsidizing registration fees for participants 	

Club Activation Support – Community Sport for All Grant

*If a club is not able to execute programming before December 1, 2024, but is interested in this initiative, please apply, and indicate this on your application form.

**The number of grants and funds available are contingent on the interest and applications from our community as well as the depletion of our total allotted funds (~\$70K).



lower financial barriers for participation in the program)	<ul style="list-style-type: none"> - Printing of the SSC branded activation card - Purchasing skates or other equipment for participant rentals - Extra supplies needed (aids, food, games, etc.). 	<ul style="list-style-type: none"> - Coach fees - Printing marketing and promotion materials - Purchasing pins and other program incentives - Purchasing skates or other equipment for participant rentals
Delivery of Grant	<ul style="list-style-type: none"> - Upon signing the Grant Agreement, selected clubs will be receiving their grant support in advance of the 2024/2025 season, on or before March 31, 2024. 	

Application Process

Clubs interested in the Community Sport for All activation initiatives must complete the application form by **March 1, 2024**. All selected clubs will be notified of acceptance by **March 20, 2024**.

[APPLICATION FORM LINK](#)

Club Activation Support – Community Sport for All Grant

*If a club is not able to execute programming before December 1, 2024, but is interested in this initiative, please apply, and indicate this on your application form.

**The number of grants and funds available are contingent on the interest and applications from our community as well as the depletion of our total allotted funds (~\$70K).