



**SPONSOR'S HANDBOOK
Call for Proposals 2016**

**Municipality of Chelsea
RECREATION, SPORTS, CULTURE AND COMMUNITY LIFE PROJECT FUND**

Closing Date: March 21, 2016 (12 p.m.)

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1. CALL FOR PROPOSALS – DETAILS

2016 envelope:	\$15,000
Closing date:	March 21, 2016 (12 p.m.)
Project assessment:	March 21 to April 15, 2016
Decision:	May 3, 2016

2. FUND OBJECTIVES

The goal of the Municipality of Chelsea's Recreation, Sports, Culture and Community Life Project Fund is to support and develop activities throughout the Municipality.

The Fund is designed chiefly for community organizations recognized under the Municipality of Chelsea's 2016 Recognition and Support Policy for Community Organizations.

Through its Recognition Policy, the Municipality has chosen to:

- Direct its service offer to favour seniors and young people under 18
- Direct its service offer to favour the initiation and recreation levels
- Direct its service offer to favour participation by greater numbers of people
- Direct its service offer to favour partnerships with groups whose goals are in keeping with Recreation, Sports, Culture and Community Life Department policies
- Direct its service offer to favour active and voluntary participation by citizens in their community's recreational, cultural, heritage, social and tourism development

Financial aid provided under the Fund is a non-repayable contribution (grant).

3. ELIGIBLE PROJECTS

Eligible recreational projects or events must:

- Meet the terms of Chelsea's Recognition Policy
- Contribute to the well-being of residents while offering innovative and unique activities, programs and services
- Have a wide range of funding sources, and not rely on the Municipality as its main donor
- Be managed by a recognized non-profit organization tasked with completing the project (within the year for which funding is granted)
- Take place within the Municipality of Chelsea
- Be able to demonstrate, qualitatively and quantitatively, an active contribution to recreational development in the Municipality of Chelsea
- Be accessible to Chelsea residents
- Help promote and raise awareness of culture, heritage, sports or community life

4. ELIGIBLE SPONSORS

Sponsors eligible for aid from the Fund include:

- Community organizations recognized under the Municipality of Chelsea's 2016 Recognition and Support Policy for Community Organizations.

5. FINANCIAL CONTRIBUTION TERMS AND CONDITIONS

Terms and conditions for non-repayable and one-time financial contributions are as follows:

- Maximum funding is \$3,000 per project, or 80 percent of all eligible project expenses based on available funds
- A minimum outlay of 20% of all eligible project expenses is required from the sponsor
- The 20% outlay must comprise at least 10% of total eligible project expenses (in cash)
- The 20% outlay may include a maximum of 10% of total eligible project expenses (in goods and services, or volunteer time) calculated at the minimum salary

6. EXCLUDED PROJECTS

Projects with any of the following characteristics are ineligible for the Fund:

- Projects that are illegal, political, religious or sexual in nature, or any project that is controversial and with which it would be unreasonable to associate the Fund's financial partners
- Projects in direct competition with another project, or with an organization or business serving the same clientele in the same area
- Projects whose sponsor is in default of payment or has failed to produce documents to the Municipality of Chelsea.

7. ELIGIBLE EXPENSES

Eligible expenses for a project submitted to the Fund include:

- Advertising, artists' fees, equipment rental, and any relevant expense other than the wages of staff and interns
- Equipment to help conduct the activities and ensure they run smoothly

8. NON-ELIGIBLE EXPENSES

Expenses ineligible for the Fund include:

- Those incurred before January 1 of the year the funding application is made
- Debt servicing, repayment of a future loan, or funding for a project completed before January 1 of the year the application is made
- Infrastructure costs
- The community organization's routine operating costs

Note: Expenses incurred before the application is submitted may still be considered part of the sponsor's initial outlay.

9. PROJECT ASSESSMENT CRITERIA

Key assessment criteria for innovative and mobilizing projects submitted to the Fund:

Innovative Projects

- Offer solutions to issues in keeping with the priorities of Chelsea's Recognition Policy as well as its policies on seniors and culture
- Have a positive impact on collaboration between partners
- Have an innovative or original character
- Help foster appreciation for sports, recreation, culture and community life among Chelsea residents
- Promote a sense of pride and belonging among Chelsea residents
- Do not, where possible, conflict (through their mandate, schedule, resources, etc.) with similar projects or events in the Municipality of Chelsea

Mobilizing Projects

Leverage Effect

- Are supported by other partners
- The Fund supplements the project's financial support, and is not a replacement for funding obtained through other programs or donors

Measurable impact (for further explanation, see Appendix 2)

- The sponsor sets clear and measurable goals in keeping with the action plans of existing municipal policies
- The project promotes community engagement, especially through volunteer activity

- The project benefits Chelsea residents and people from elsewhere
- The sponsor identifies how the project's economic benefits will be used (where applicable)
- The project will promote the Municipality of Chelsea with a positive image
- The sponsor sees and demonstrates that the project will be viable, recurring and sustainable (where applicable)

The project must be completed by **December 31, 2016**, as noted in the Memorandum of Understanding to be signed by the sponsor and the Municipality of Chelsea.

10. FUNDING APPLICATION PROCESS

To prepare an application for the Fund, the steps are as follows:

- 1) Complete the 2016 project submission form
- 2) Attach all necessary documents (**see Appendix 1**)
- 3) Ensure the application is signed by the project manager and the chair of the organization
- 4) Send the form and relevant documents by e-mail or regular mail

An electronic version of the project submission form (in Word format) and relevant documents are required

Funding applications must be sent to the Municipality of Chelsea, at:

Information:	Marie-Danielle Michaud or Anouchka Soto, Community Development Officers
Telephone:	819-827-6228
E-mail:	loisirs@chelsea.ca
Mailing address:	Recreation, Culture and Community Life Department Municipality of Chelsea 100 Old Chelsea Road Chelsea, Quebec J9B 1C1

Note: Applications will be reviewed and assessed by the Recreation, Sports, Culture and Community Life Committee, and Municipal council will make the final decision based on the committee's recommendation.

APPENDIX 1

Further Documents to be Provided

- Project fact sheet signed by authorized representatives
- Organization's letters patent and *Numéro d'Entreprise du Québec* / NEQ (Quebec Business Number), if first application
- Organization's general by-laws, if first application
- Updated list of board members and their respective roles and functions
- Yearly activity report, where applicable
- Last available financial statement, where applicable
- Proof of the financial commitment of other partners and financial backers, where applicable
- Letters of support from the community (municipalities, members, users, clients, other partners, etc.), where applicable
- Proof of insurance

APPENDIX 2

It is important to clearly define deliverables for the project in question, and to anticipate and assess (where possible) their impact or benefits for the area and its residents.

A project, service or activity usually involves the achievement of one or more deliverables. A deliverable is one of the project's direct actual outcomes.

Recreational, sports and cultural projects inevitably have a positive, neutral, or even sometimes negative impact on their environment. We therefore expect the groups, associations or agencies delivering a project to assess the degree to which its goals have been reached.

The sponsor should ensure the project causes no direct harm to the environment (contamination of nearby rivers, other forms of pollution, litter not picked up after an event, etc.).

Outcome or Performance Indicators

These indicators help assess the degree to which your project goals have been reached. There are different types of outcome. Long-term outcomes help assess a project's impact on population health and well-being and indicate the sustainability of its effects.

These are sometimes hard to measure, since a multitude of factors affect people's health and well-being and such outcomes often take years to evaluate.

However, a project's immediate results (i.e. first tier outcomes that help produce the desired effects) can be measured faster in the course of implementation or right after the project ends. It is possible, for example, to measure:

- A) The ability of activities to benefit the target population
- B) Client satisfaction
- C) The performance of activities (accessibility, continuity, etc.)
- D) The project's financial viability
- E) The project's impact on nearby small businesses

Here are some examples of outcome or performance indicators:

- Availability of new services and activities
- Percentage of residents that benefit from the activities
- Rate of use, among residents, of available services and activities
- Quality of services
- Increased sales for small businesses during the activity or event
- Satisfaction of clients/population with activities or services

Setting Targets for Each Outcome or Performance Indicator

For each outcome or performance indicator, you must determine the baseline and set a target.

Associating a target with an indicator encourages better performance. Therefore, the bar must be set somewhat high, however the goal must remain within reach.

Once all indicators are defined and established, it may be useful to prepare a table with the following information:

- Measured objective
- Chosen indicator (and its definition)
- Baseline
- Target
- Frequency of measurements, and data collection dates

You can then more easily track and disseminate your outcomes using this table (sometimes called a "dashboard"). We strongly recommend that you carefully document the data source and collection method, and assign the task of transmitting and analyzing the data to specific people.

Here is a sample dashboard:

Objectives	Indicators	Baseline	Target	Outcomes as of: