



Community Advocacy Fund (CAF) WRALN Webcast

December 1, 2009



HEART &
STROKE
FOUNDATION
OF ONTARIO

Finding answers. For life.

Spark Community Advocacy Fund

- Grant categories
 - Advocacy Development projects
 - Advocacy Action projects
- Assessment criteria
- Grant review and selection process
- What the CAF will & will not fund
- Support from Foundation Community Mission Specialists
- Application deadlines



Advocacy Development Projects

Funds are to aid groups in the **planning and development phase** to carry out specific advocacy efforts that support increased opportunities for physical activity and/or access to healthy food for children in Ontario.

These groups are at the beginning of the process. Identifying:

- key issues
- decision-makers influence
- necessary partners to engage and
- messages and methods to raise community awareness

Up to \$5,000



Advocacy Action Projects

Funds are for projects to **mobilize communities to make significant policy change that will have a sustainable impact** to support increased opportunities for physical activity and/or access to healthy food for children in Ontario.

These projects have already:

- Established partnerships within the community
- Identified the specific issue and barriers to address
- Created goals and action plans
- Identified audiences and decision-makers
- Ready to implement changes in policy and practice

1- year projects up to \$25,000

2-year projects up to \$50,000

Assessment Criteria

Does the proposed project...

- Clearly define and substantiate the problem being addressed, and contain specific and realistic project goals and objectives
- Demonstrate collaboration with other partners
- Seek to influence decision makers
- Demonstrate sustainability or lasting impact
- Respond to the need of Ontario's diverse communities, with a particular focus on Aboriginal, African/Caribbean-Canadian, South Asian or Chinese communities



Grant Review and Assessment Process

- A Level 1 internal review committee reviews all applications received, and those that meet the funding criteria go to a Level 2 review
- A Level 2 external review committee of 4 - 6 volunteers reviews each project and recommends which applications should be approved for funding
- All applications are assessed against the key assessment criteria
- Applicants are notified of the results within 60 days of the application deadline

What the CAF Will Fund

- The goal of the Community Advocacy Fund is to provide support for **advocacy** initiatives.
- This includes a variety of activities that support and/or complement the steps that need to be taken while seeking sustainable change to help kids be active and have access to healthy food.
- While not exclusive, this can include:
 - Fees to pay for meeting space and to produce materials for meeting
 - Salary to support staff position for the project (applications are carefully assessed to determine the relevance of the funded position to the proposed project)
 - Limited funds for project incentives and/or prizes
 - Production of surveys
 - Postage, photocopying, printing



What the CAF Will Not Fund

- For-profit groups
- Developing or delivering a physical activity, healthy eating or nutrition program
- The purchase of equipment or sports supplies
- The purchase of prizes for project initiatives
- Funds to provide access to sports and/or recreation facilities (e.g. fees)
- Funds to supplement healthy eating choices (e.g. food purchase program)
- Health information or education (e.g. toolkits)

Good Grant Proposal

Be sure to:

- Clearly identify the specific problem in your community
- Decide on the change that needs to happen to address the problem
- Decide what decision makers can help to make the change
- Identify the partners you will work with
- Provide clear, measurable and achievable goals and objectives, as well as methods to conduct the project



Next Steps

Application deadlines are May 1 and November 1 each year.

Visit heartandstroke.ca/spark for more information, examples of funded projects and to download the Spark Community Advocacy Fund Application Guidelines

We recognize your time is valuable and that many activities need support

Before you apply ensure your project has an advocacy focus and is suitable for this fund

- *Review the criteria*
- *Contact your Community Mission Specialist for guidance and support*





Heart&Stroke 
Spark
Together for healthy kids

Every child has the right to grow up healthy.