



BUILDING A CASE FOR YOUR SPORT, CULTURE OR RECREATION COMMUNITY PROJECT OR ISSUE TIPS SHEET

There is, from time to time, a need to create support and momentum behind a policy, issue or project and influence change in a concrete way. Preparing a proposal to ask for support for a community project or issue can be a daunting task. This document provides helpful tips and includes where to find “benefits” messaging that may assist in your proposal development.

This tip sheet can be used by volunteers or recreation/cultural workers and professionals. Are you seeking information to build a case to Council or partners for a specific recreation or cultural proposal? Look at these evidence-based resources and messaging that could help build and support your case!

CREATING A PROJECT PROPOSAL

It is important to note that projects may be fully funded by Council, jointly funded by Council in partnership with the community, or fully funded by the community. Preparing a proposal and getting supporting data are essential steps in the process of applying for grant funding or acquiring support.

Two key questions when creating a proposal:

Q: What is the need?

Q: How will the community benefit?

Tip: Get buy in from other users to strengthen your proposal. Work with your community group, committee and/or club members to get clear on the project details.

WHERE CAN I FIND “BENEFITS” MESSAGING?

If your group has a project that needs support, the following “benefits” messaging can help you make your case to anyone with decision-making power. This messaging can help you to deliver persuasive, evidence-based messages to the public, illustrate the research behind an issue (i.e. advocating for an inclusion policy), or gain support for a project (i.e. playground upgrades).

1. Framework for Recreation in Canada

The Framework is being used to guide and advance efforts put forth by recreation providers. With a philosophical foundation that is rooted in public good, inclusion and equity, and sustainability, recreation providers are utilizing the Framework to guide programming decisions, support public investment, educate future leaders, and much more. The document itself is supplemented with communication and implementation tools to encourage the Framework’s use.



To access the framework and other tools visit: <https://cpa.ca/framework/tools-and-resources/>

Ten ways to use the framework: <https://cpa.ca/wp-content/uploads/2021/04/10WaystoUsetheFramework.pdf>

2. The National Benefits Hub

<http://benefitshub.ca/overview>

Those of us who work or volunteer in the fields of recreation, arts, culture, heritage, environment, parks and sport have always known the activities and programs we run are a means to a bigger end result or outcome – the improved health of our population and communities.

The **Benefits Hub** is designed to support this belief and reignite a 'benefits movement' through the provision of evidence-based research intended to remind ourselves, our communities and our national, provincial and municipal decision makers, of the importance of the recreation and leisure sector and the important outcomes we deliver.

The benefits hub has several categories including economic, environmental, social and personal.

3. ParticipACTION

<https://www.participaction.com/en-ca>

If you are seeking benefits messaging for physical activity initiatives, ParticipACTION has several documents and research papers such as 24-hour movement guidelines and the children and youth report card.

4. SaskCulture

<https://www.saskculture.ca/impact/cultural-benefits>

SaskCulture has a dedicated “cultural benefits” page where you can find the *Culture Builds Community* campaign tools and other helpful information.

5. Sport for Life and Physical Literacy

<https://sportforlife.ca/portfolio-view/active-for-life-durable-by-design/>

<https://saskphyslit.ca/>

FACTORS TO CONSIDER WHEN PREPARING AN “INFRASTRUCTURE” PROJECT PROPOSAL

Many funders and decision-makers (i.e. Council) will look at these factors when considering supporting your infrastructure project:

✓ **Proper planning:**

Improvements are properly scoped, planned and designed by qualified professionals.

- ✓ **Environmentally sustainable:**
Facilities are designed to achieve energy efficiency.
- ✓ **Replacing or improving infrastructure:**
Proposals for replacing, improving or upgrading infrastructure are viewed more favourably where the work helps reduce maintenance or running costs and/or improves functionality.
- ✓ **Financially responsible:**
Prioritizing and costing for projects considers 'whole of life costs' (construction, maintenance, replacement and disposal).
- ✓ **Community need is** balanced with broader responsibilities of Council.
- ✓ **Safety:**
Actions and developments consider the safety of the community as well as the safety of the facility.
- ✓ **Participation and access:**
Projects improve accessibility and opportunities for participation in community, sport and recreation activities.
- ✓ **Partnerships:**
Improvements to community infrastructure are achieved through constructive partnerships with different levels of government and community organizations.
- ✓ **Quality over quantity:**
Council favours delivering a small number of larger projects with better outcomes for user groups, over a large number of smaller projects across the shire.
- ✓ **Demand and growth:**
Planning is based on justifiable demand and allows for growth based on reliable data.
- ✓ **Improve amenity:** Improvements in facilities seek to enhance presentation and visual amenity.
- ✓ **Optimizing infrastructure:**
Facilities and spaces are adaptable to allow for multipurpose use as a priority, and for grouping and sharing amenities (eg. toilets, storage, car parks) to maximize community use and benefit.
- ✓ **Appropriate management:**
There are appropriate management arrangements for community projects and these arrangements are reviewed as part of any future renewal work of facilities and reserves.
- ✓ **Community connectedness:**
Facilities help people to come together and strengthen community life.
- ✓ **Monitoring and review:**
Improvements are regularly monitored and reviewed to ensure optimal use and continued relevance to the community.
- ✓ **Equal opportunity:**
There is equal opportunity for participation by all equity groups such as children, youth, seniors, men, women and those with a disability.
- ✓ **Economic development and tourism:**
Facilities that serve local residents, support tourism and economic development are encouraged.



References/Sources: Retrieved September 2, 2022

https://www.esc.nsw.gov.au/data/assets/pdf_file/0018/170712/Community-Project-Proposal-Guide-Feb-2021.pdf

<https://www.saskculture.ca/impact/cultural-benefits>

<http://benefitshub.ca/>

The SPRA Advocacy Handbook

[https://southeastconnection.sharepoint.com/CommunityResources/Advocacy/Benefits Messaging for your Proposal.docx](https://southeastconnection.sharepoint.com/CommunityResources/Advocacy/BenefitsMessagingforYourProposal.docx)