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Funding Leisure Programs



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FOR CANADIANS
WITH A DISABILITY

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POUR LES CANADIENS/
CANADIENNES AYANT
UN HANDICAP

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Overview

Funding Leisure Programs:

- Determine the Need
- Seek Funding Sources
- Know Your Options
- What Works?
- What Are the Benefits?
- What to Ask For?
- Resources Available
- Success

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Determine the Need

- Complete community needs assessment
- Determine assets within the community
- Examine how the existing health needs are being met
- Analyze assessment data
- Develop a fund development strategy & implementation plan
- Research possible funders who address your community need

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Seek Funding Sources

- Identify program development and long term funding possibilities
- Access community partnerships to support your proposal
- Seek committed partners who can compliment the application of your model through time, facilities, experience or money

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Know Your Options

- Regional Health Authority/Health: Through Adult Day Care stream
- HRSD (Youth Initiatives): Career Start summer student funding is available for start up and ongoing health/wellness/recreation and leisure supports
- Education, Training and Youth: Youth Services offers summer student support
- Culture, Heritage and Tourism: Partners in Leisure

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Know your Options

- United Way: Frequently offer development funding for new projects
- Regional Services: Healthy Communities, Recreation Opportunities, Skills Programs
- Arts Council: Resources to support the established program in diversifying consumer options in leisure
- Foundations offer equipment, program and staff support typically for one time use but varies. Trillium, Thomas Sill are examples

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Know your Options

- Industry Trades and Mines for Aboriginal Culture & Recreation Programs
- Intergovernmental Affairs offers transportation of the “Mobility Disadvantaged in rural areas”
- Department of Canadian Heritage (Assistance for interpretation and translation)
- Canadian Alliance for Development Initiatives & Projects
- Community Foundations of Canada

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What Works?

- Consumer directed approach
- Address barriers to inclusion/isolation through 1-1 consultation
- Designed to support people of all ages
- Holistic approach to support
- Progress at the pace of the individual
- Consumer directed review of access barriers
- Training trainers in recreation
- Peer trainers share knowledge of healthy lifestyles
- Developing community partners supporting people with disabilities in leisure

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What Are the Benefits

- Community awareness of disability issues
- Building capacity through partnerships
- Promotes inclusion through healthy lifestyles
- Developing natural supports
- Enhanced quality of life
 - Physical, Intellectual, Spiritual, Social, Emotional
- Opens doors to other opportunities
- Connects the mind, body and soul
- Leads to a decrease in health care spending

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What to Ask For

- Administration: Management & Payroll support
- Consultant support: Staff to implement the program
- Travel: Meeting with consumers in the community
- Attendants: Offer 1-1 supports as required
- Rent/phone: Based on existing costs for 1 staff
- Equipment/Supplies: first aid kit, adaptive equipment, stationary etc.
- Marketing: Advertisements, media, events, flyers
- Communication: Web conferencing, alternate media

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Resources Available

- Past Proposals
- Service purchase agreements
- Program and community guides
- Leisure Buddy volunteer manual
- Program administrative forms
- Motivational models
- Partnership models
- Web conference/phone resource support

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Success

- Leisure programs tend to promote themselves, with next to no marketing the ILRC Winnipeg Leisure Education model has held a 6 month wait list for over 12 years
- Over 70% of participants have become employees and/or volunteers
- Community volunteers sustain the program with the enormous acceptance and support from the community

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Summary

This presentation placed emphasis on the general aspect of effective funding approaches.

Addressing the needs and researching funders extensively will help you communicate, allow for both parties to find answers that can benefit one another and sharing useful resources will ultimately lead to success.

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Thank You

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