

# **Squash Canada Inclusivity, Diversity, Equity, and Accessibility in Squash Fund (IDEA) Application Guide**

The purpose of this Application Guide is to assist the Applicant with completing the application with ease. If you have any questions or need additional assistance, please contact the Director of Sport Development, Geoffrey Johnson at [info@squash.ca](mailto:info@squash.ca).

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## Introduction

The Inclusion, Diversity, Equity, and Accessibility Fund (IDEA) has been established to promote participation in Squash within Canada of BIPOC (Black, Indigenous, People of Colour), people living with disabilities (both visible and invisible), girls and women, LGBTQIA2S+, New Canadians, religious minorities, neurodiverse population, and others marginalized based on their ethnicity, socioeconomic, or other identity factors. The fund will support stakeholders looking to develop new and/or expand current initiatives that build capacity for inclusion, diversity, equity, and accessibility in Squash.

## Funding Amount

IDEA grants may be between \$500 – \$2000 and funds can be used between September 1, 2022, and March 31, 2023. Funding will be based on:

- The number of requests received;
- Budget and other streams of funding as outlined in application;
- The number of projected participants in the new program/initiative.

## Application Process Timeline

September 26: Online application opens  
October 28 at 11:59pm EST: Deadline

Note: Applicants will be notified of their status by Squash Canada within 10 business days of the application deadline. Squash Canada reserves the right to ask for more information.

## Eligible Applicants

Applicants must be clubs or organizations that are members of, or affiliated with, their respective provincial/territorial squash association.

Eligible applicants include:

- Club administrators
- Club Squash Professionals
- Community leaders and/or organizations
- Squash Associations
- Committees
- Squash players

Note: Applicants must demonstrate in their application the support or endorsement of their local provincial/territorial squash associations, squash professional(s) and/or club facility.

## Eligible Activities

Eligible initiatives could include, but are not limited to, the following areas:

- Programming (8-week program, clinics, leagues, etc.)
- Events (tournaments, camps, etc.)
- Coaching (facilitating coaching courses and evaluations, guest pro workshops, etc.)
- Officiating (facilitating officiating clinics, etc.)
- Leadership development

The funding for the activity must be allocated and spent before March 31st, 2023. Reporting and receipt collection will take place prior to this deadline.

## Eligible Expenses

A high priority of the IDEA Fund is to remove expenses as a possible barrier to participation. Eligible expenses include costs necessary to carry out the initiative which are deemed reasonable under the IDEA Fund. Examples of expenses include, but are not limited to:

- Coaching fees, facilitator honoraria
- Venue costs, court time, basic equipment purchases (i.e. loaner racquets, balls, eyeguards)\*
- Promotional fees (including marketing, communications, printing)
- Travel costs related to carrying out the initiative
- Mandatory participant or entry fees paid by the organization or affiliated group on behalf of the participant so as to remove participation fees as a barrier

\*Equipment must remain the property of the funded initiative and will be considered if the applicant clearly demonstrates how this will be achieved.

## Sample Budget

<b><u>Revenue</u></b>	
Squash Canada IDEA grant	\$1,200
Club Subsidy	\$100
Canadian Tire Jumpstart grant	\$325
<b>TOTAL REVENUE</b>	<b>\$1,625</b>
<b><u>Expenses</u></b>	
Promotion	
Printing	\$40
Social Media	-
Translation	\$70
Equipment	
Facility rental (court)	(\$100/hr x 4hr) \$400

Membership	(\$75/membership x 5) \$375
Equipment	
Racquets	(\$60/racquet x 5) \$300
Eye guard	(\$20/pair x 5) \$100
Program	
Staff	(\$25/hour x 4hr) \$100
Travel	-
Food	(\$60/week for 6 x 4 weeks) \$240
<b>TOTAL EXPENSE</b>	<b>\$1,625</b>
<b>PROJECT NET PROFIT/(LOSS)</b>	<b>\$0</b>

Note: These items and cost are for example only - they do not reflect exact items and prices.

## Assessment Criteria

Applications will be assessed based on the following criteria:

1. How well it targets an underrepresented group
2. The application identifies a need and/or opportunity
3. The application describes a barrier to address
4. The initiative was designed with best practices for inclusion, diversity, equity, and accessibility programming in mind
5. The initiative is feasible, will reach its intended audience, and is likely to achieve the expected benefits and outcomes for participants
6. The budget is realistic. The application demonstrates the rationale for the funding requested and how other financial resources will be secured to support the initiative if needed
7. The number of participants impacted by the initiative
8. The initiative will be completed no later than March 31, 2023
9. Expenses relate directly to the planned initiative
10. The proposed expenses for the project are eligible
11. The initiative has a capacity building impact
12. The initiative addresses safety and inclusion
13. The description of the initiative considers a sustainability plan (for example: partnerships, revenue generation) and/or consideration is given to long-term impacts on participants

## Review Process

All applications will be reviewed, evaluated, and chosen by Squash Canada. Applicants will be notified of their status by Squash Canada. Please note, we will not be able to respond to inquiries regarding the status of individual applications. We are also not able to provide individual feedback on unsuccessful applications.

## Expectations of Fund Recipients

IDEA Fund recipients will be required to:

- Sign an agreement with Squash Canada (copy available for viewing [HERE](#))
- All Funding must be spent by March 31, 2023
- Document the initiative through photos, testimonials, and social media posts
- Recognize Squash Canada and the Government of Canada in the delivery of the initiative (Logos and guidelines will be provided)
- Complete a project final report including qualitative and quantitative details by March 1st, 2023

## Payment and Claims Procedures

Funds will be awarded to successful applicants as follows:

- 50% upon submission of IDEA Fund agreement
- Remaining 50% within 21 days of the completion of the initiative, the recipient must submit a report, to the attention of the Geoffrey Johnson, along with copies of documentation for eligible expenses sufficient to cover the approved amount
- Squash Canada will consider requests for larger advance payments upon request and demonstrated need.

## Additional Resources

Please read this guide carefully; it is the key to a successful application.

[Appendix A](#) contains more details on the application process timeline.

[Appendix B](#) contains all of the questions that are required to be answered for the purposes of reporting to Sport Canada. All successful applicants will need to have this information readily available and given to Squash Canada by March 1st, 2023. However, for the initial process of applying for funding, only the questions marked on the survey and below with an asterisk will be required. Applications that do not fulfill this requirement will not be considered for funding.

[Appendix C](#) contains a list of best practices and program/initiative ideas that can be adapted to the purposes of this funding opportunity.

## Appendix A: Timeline

### October 28th, 2022 Deadline:

This deadline is the final deadline for all applications for funding from the Inclusion, Diversity, Equity, and Accessibility in Squash Fund (IDEA). Successful applicants will be selected and notified within 10 business days.

### January 15th, 2023

A reminder email will be distributed to successful applicants that all required information for Sport Canada reporting must be submitted by end of day on March 1st.

### March 1st, 2023 Deadline:

All required information for Sport Canada reporting must be submitted by end of day (11:59PM EST) to Squash Canada.

## Appendix B: Application Form Questions to Prepare for

1. Contact Information - Primary Contact
2. Contact Information - Secondary contact
3. Organization Name
4. Organization webpage and/or social media pages, if applicable
5. How does your organization classify itself?
6. What is the financial structure of your organization or group?
7. Does your organization have a Provincial/Territorial Squash Association (PTA) membership or is affiliated with your PTA?
8. Program/Initiative name
9. Description of the program/initiative. Tell us about your program/initiative and how it works. What is unique about it? What are the expected outcomes? Have you seen results for similar programs/initiatives?
10. To which underrepresented population(s) is your program/initiative specifically targeted?
11. How would you categorize your program/initiative?
12. What is your program/initiative type?
13. Who are the primary beneficiaries? (i.e. players, coaches, officials, volunteers, etc.)
14. Please describe the gap or barrier that your program/initiative is looking to overcome.
15. Please describe how you will market and promote your program/initiative? How will you attract participants?
16. Please share the program/initiative's communication channels and/or those you will be using.
17. Will the program/initiative be promoted in both English and French?
18. In which language will the program/initiative be delivered?
19. What is the expected frequency of this program/initiative?
20. When will the program/initiative begin and end?
21. How many participants will the program/initiative engage?
22. Who are your target participants? (i.e. adults, juniors, high school students, etc.)
23. Please describe how the proposed program/initiative will be maintained after the period of funding, if that is the intention.
24. Please describe the program/initiative leader's certification credentials, NCCP, or otherwise if any.
25. Where will the initiative be held?
26. What is the grant amount you are applying for?
27. Do you have any other funding partners for this program/initiative?
28. Please provide a detailed draft budget below (include all anticipated revenues and expenses).
29. What screen/safe sport steps will be taken with the program/initiative?

## Appendix C: Best Practices

Here are some special event ideas your club can use and adapt to promote the game of squash, while simultaneously reaching underrepresented groups in your area:

- Hold an Open Day at your local club on October 15 (World Squash Day), specifically targeting newcomers, BIPOC, LGBTQIA2S, and other underrepresented groups. In order to receive funding, you will have to demonstrate how you plan to adequately reach these groups through social media, promoting, etc.
  - Open Day can include a BBQ, drop-in style to try the sport of squash, mini-clinics run for 30-60mins throughout the day, booths or tables with the health and social benefits of playing squash. There must be an organized sport aspect where people can try the game in some capacity.
    - Funding can cover: meals, facility rentals, printing of signage/posters/pamphlets, etc., and translation services for those who are targeting groups whose first language is not English and/or French
  - Not all of these activities must be undertaken; adaptations are welcome. The target demographics, however, must be considered underrepresented.
  
- Take your Try It opportunities off the court and into underrepresented communities. With permission, take racquets, balls, goggles, etc. to outdoor community centres, schools, gathering places, etc. and engage the local community in the opportunity to try squash in a fun, and lowkey environment. Provide equipment, perhaps provisions, the opportunity for X number of free or significantly reduced court time/lessons.

The following are ideas for programs and initiatives that can be adapted for longer periods of time or recurring; the goal with these initiatives would be to create sustainable programming with this seed funding for years to come:

- March Break camp targeting underrepresented groups, ages 6-14 (camps by age categories if possible), camp size ratio staff to student suggestion 1:4. 9am-4pm, Monday to Friday with option for extended care. Camps would teach squash basics throughout the week, provide lunch, camp shirt, and on the final day would be a tournament.
- After school program once a week for lengths of 4-12 weeks. For ages 12-18, 1-2hrs immediately following school hours (3-4pm, 3-5pm). Program would provide squash equipment, and cover basics up to beginner levels.
- Newcomer to Canada program specifically targeting women for a women's only program. Once a week (1hr) for a length of 4-12 weeks. Create a safe and inclusive space for newcomer women to socialize, exercise, and learn to play the game of squash. Racquets, goggles, and balls provided.



- Run a rule/referee clinic that targets underrepresented groups to promote leadership, fair play, and create mentors for young and impressionable kids in those same/similar underrepresented groups. Representation matters!

## Appendix D: Checklist

Does your application...

- Target and remove barriers for an underrepresented group in your community?
- Is your organization a member or affiliated with a PTA?
- Is your proposed project a new program or initiative?
- Are the activities outlined in your application eligible for funding?
- All promotional flyers, social media posts, etc. need to be in EN and FR - have you incorporated translation into your budget?
- All equipment purchased must remain with the organization - does your application specifically reflect this?
- There should be no mandatory fees for the participant - is this reflected in your budget?