

# GoodLife Kids Foundation Granting Program & Application



GoodLife Kids Foundation is a Canadian private foundation which envisions a Canada where all kids have the opportunity to benefit from an active life. By inspiring, supporting and creating opportunities for Canadian kids we believe this vision can become reality. We are activating parents, role models, mentors, leaders to deliver the message that being active is not only good for your body and mind but it can also be a lot of fun.

GoodLife Kids Foundation is accepting requests for funding from registered charities. We know that a greater impact can be made by partnering with other organizations with a similar focus. Please review the following criteria prior to submitting your proposal.

## Grants Available

### *Be A Kid's Superhero Grants*

Annually grants are awarded to registered charities in the communities of GoodLife Fitness Clubs who are leaders in raising funds during our annual Be A Kid's Superhero fundraising campaign. Proposals for these grants are accepted from August 1st to October 20th and are distributed by the end of the calendar year.

### *GoodLife Kids Champion Grants*

Does your organization provide opportunities for kids to benefit from an active life? Are you champions' for the cause? GoodLife Kids Champion Grants are available to registered charities in all communities across Canada. Proposals are accepted throughout the year.

Grant requests of up to \$10,000 will be considered for both granting programs. Requests above this amount may be considered from time to time for a GoodLife Kids Champion Grant.

## Criteria

### *Proposals identifying projects which fit the following criteria will be considered:*

- Initiatives which provide the opportunity for sustainable behavioural change in the area of physical activity, primarily focused on Canadian children of elementary school age.
- The program's primary basis is children participating in physical activity. Nutrition and educational components may be supporting elements of the program.
- Ideally the initiative is designed with a measurement component which will identify a change in the participants' physical activity behaviour. Some examples are: kids are continuing the physical activity they participated in through the program, kids self identify how they will continue to be active once the program is complete, kids are more physically active at the completion of the program than at the start.
- The organization is open to discuss potential opportunities for GoodLife Kids Foundation to be involved in the initiative beyond a financial capacity.

### *Of particular interest are projects which fulfill one or more of the following community funding gaps:*

- Supports groups of children without financial means to participate and benefit from an active life
- Physical activity programs with a family focus
- Have a mentor/leader component, which may require support such as training

## Organizations Outside of Program Guidelines

A decision to decline a request does not imply that the applicant's program is not needed or valued, but simply that it does not fall within our guidelines or priorities, or that funds are not available. The following are considered not eligible for funding:

- Organizations without a registered charity designation
- Breakfast/Snack/Lunch programs
- Youth sports teams – recreational and competitive
- Research
- Individuals
- United Way
- Secondary & Post Secondary schools
- International organizations
- Religious organizations
- Political organizations and candidates
- Endowments, capital campaigns, buildings or 'bricks and mortar'

**Note to Elementary Schools** – Though the school itself will not have a registered charity designation, your school board/district may be willing to provide one for your application.

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## To Apply for Funding

Your completed application is the only way we will have a full understanding of your need. Please ensure all sections are completed to maximize the impact of your submission.

***Submit your completed grant application by mail to:***

Lisa Burrows – Executive Director  
GoodLife Kids Foundation  
201 King Street  
London ON N6A 1C9

***Questions concerning application preparation may be directed to:***

Lisa Burrows – Executive Director  
519-661-0190 ext 273  
[lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)

**Note:** An e-mail acknowledging receipt of your proposal will be sent to the contact information provided.

# GoodLife Kids Foundation Grant Application

## 1. ORGANIZATION

Legal Name of Organization \_\_\_\_\_

Registered Charitable Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Contact Name \_\_\_\_\_

Position \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_

(Email will be the main method of communication between the Foundation and your organization during the grant review process)

Website \_\_\_\_\_

Amount Requested \_\_\_\_\_

Date of Submission \_\_\_\_\_

## 2. AWARENESS

How did you hear about GoodLife Kids Foundation? (Identify all that apply)

- Our website [goodlifekids.com](http://goodlifekids.com)
- GoodLife Fitness website [goodlifefitness.com](http://goodlifefitness.com)
- From GoodLife Fitness staff
- From a GoodLife Fitness member
- I'm a GoodLife Fitness member
- From another grant recipient
- Other (please identify source) \_\_\_\_\_

### **3. ORGANIZATIONAL INFORMATION**

Please provide a summary of your organization and the nature of its work including: history, mission and goals, description of current programs and accomplishments, the population that benefits from your activities, and a list of your current officers and directors (guideline: 1 – 2 pages typed).

### **4. SUMMARY OF PROGRAM**

Please provide a complete description of the program for which you are requesting funding. To be included:

- The need or problem to be addressed
- Target group for the program and anticipated numbers of participation
- The overall goals and objectives of the program
- Project duration
- Percentage of time participants are physically active, versus other activities including education components
- Project budget, including the specific purpose the funds would be used toward
- Fundraising strategy and other sources of funding for the project
- Expected results and evaluation process
- Individuals involved with leading the program and how they are involved
- Environmental scan of similar programs in the community you hope to serve

### **5. FINANCIAL INFORMATION**

Please provide the following financial information:

- Organizational budget – current fiscal year
- Organizational budget – previous fiscal year
- Copy of most recent audited financial statements
- Number of paid staff – full time and part time
- Revenue – current and previous fiscal years noting percentage government and percentage private funding received

### **6. GOODLIFE KIDS FOUNDATION**

Please tell us how GoodLife Kids Foundation will be acknowledged for supporting your project. Also, please indicate if there are ways in which GoodLife Kids Foundation may be part of your project beyond a financial capacity.