



REGIONAL MUNICIPALITY  
OF WOOD BUFFALO

## Application Summary: 2026 - 3293 - Sustaining Grant - Strategic Partners Grant

### Application ID

2026 - 3293 - Sustaining Grant - Strategic Partners Grant

### Applicant Information

#### Organization Information

Sport Wood Buffalo Association

s20(1)

Fort McMurray, AB, T9K0H5

#### Primary Contact

Karly Anderson

s.20(1)

Fort McMurray, AB, T9K 0E4

Phone: s20(1)

Email: manager@wbsportconnection.com



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**In the last year, have there been any significant changes to your organization or program?**

Yes

**If yes; please select the change.**

- Organizational Change (e.g. governance, policies, strategic plan)
- Leadership Change (e.g. staff or board)
- Financial Change (e.g. funding, loss/gain of sponsors)
- Demographics (e.g. changes in the community you serve)
- Other

**What is your organization's Mission Statement?**

To enhance, unite and celebrate community through sport



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### **Please summarize the proposed service(s) that your organization is requesting funding for.**

Sport Wood Buffalo Association is requesting funding to deliver a comprehensive range of programs and services that strengthen sport participation, development, and recognition across our region. Our initiatives are designed to create inclusive opportunities for all ages and abilities while building long-term community capacity through sport.

**Active for Life:** Programs such as the Sport Passport, Try-It Days, and Girls with Grit introduce youth and families to a variety of sports in a fun, affordable, and accessible way, encouraging lifelong engagement in physical activity.

**Sport Development:** Through workshops, coach mentorship opportunities, and the Athlete Performance Lab, Sport Wood Buffalo supports the growth of athletes, coaches, and organizations, ensuring local sport continues to advance in quality and sustainability.

**Sport Hall of Fame:** By hosting the Multi-Sport Awards Banquet, and maintaining the region's Sports Hall of Fame, WBSC celebrates excellence in sport and preserves the legacy of those who have shaped our community.

**Sport Tourism:** Sport Wood Buffalo works to attract, support, and host major sport events in the region, driving both community pride and economic impact.

**Rural Sport Development:** Sport Wood Buffalo extends programming and resources to rural and Indigenous communities, reducing barriers and ensuring equitable access to sport across the Wood Buffalo region.

**Operational Support:** To ensure the sustainability of these initiatives, funding will also support essential operational expenses.

Together, these services reflect Sport Wood Buffalo's mission to enhance, unite, and celebrate community through sport, while fostering accessibility, inclusivity, and long-term growth of sport in Fort McMurray Wood Buffalo.



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**Please note any restrictions on participating in your organization's programs, projects, services or events.**

Sport Wood Buffalo strives to keep all programs, projects, services, and events as accessible and inclusive as possible, with minimal restrictions. Most initiatives are open to all ages and abilities, and we actively work to reduce barriers related to cost, geography, and skill level.

The only limitations may include:

Age or skill-specific programming (e.g., youth-focused initiatives like Girls with Grit or age divisions within sport development programs).

Capacity limits when space, facility size, or instructor-to-participant ratios must be maintained for safety and quality of experience.

Event-specific eligibility such as award categories within the Multi-Sport Awards Banquet or inductions into the Sports Hall of Fame.

Otherwise, participation is encouraged across the community, with WBSC committed to ensuring programs remain affordable, inclusive, and welcoming for all.

**Minimum number of board members according to the organization's bylaws:**

9

**Please list your current Board of Directors in the table:**

### Board of Directors

Name	Board Position	Years on Board
Jon Turner	Board Chair	5
Matt Pate	Vice Chair	1
Brittney Kozak	Secretary	1
Michael Hull	Member at Large	1
Curtis J Phillips	Member at Large	1
Jodie Cooper	Member at Large	3
Jonathan Lambert	Member at Large	3
Osei Baah-acheamphour	Treasurer	1
Daniel Stuckless	Member at Large	1

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**Do one or more board representatives or program staff have lived experience or expertise reflective of the demographics your organization serves?**

Yes

**If Yes; please briefly explain the lived experience or expertise.**

Michael Hull, originally from Cape Breton Island, has called Fort McMurray Wood Buffalo home for 16 years, where he's deeply involved in coaching and developing young athletes across multiple sports. A lifelong athlete, coach, and community leader, he's passionate about mentorship and creating opportunities for youth to grow as leaders in sport and in life.

Jodie Cooper: graduated with bachelor of Kinesiology- majored in recreation and sport administration

- partial L2 NCCP certified - figure skating
- commissioned 7 recreation centres in Alberta
- 22 years experience from grassroots programming to international and national event hosting + pro sport marketing experience
- Director of Sport & Recreation - RRC - currently serve Fort McMurray, Anzac, Conklin, and Fort Chipewyan with rec facility mgmt, h&w, & recreational programming

Jon Turner:

- played multiple sports
- volunteered with community youth
- board of director on a sport facility operator board

Jonathan Lambert: Executive Director of Norfort Gymnastics Association, 10+ years with Keyano College as an Athletic Director for the Keyano Huskies.

Curtis Phillips is a sport historian who has been inducted into several sport's hall of fames across canada.



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### Provide a brief overview of the organization's strategic priorities.

Wood Buffalo Sport Connection's strategic priorities, as outlined in our strategic plan, are built around three core areas:

Organizational Management & Sustainability – Strengthening governance, partnerships, and financial stability to ensure long-term success.

System Sustainability – Building capacity within the local sport system through collaboration, advocacy, and evidence-based decision making.

Service Delivery – Providing inclusive, accessible, and high-quality programs, events, and services that foster participation and sport development across the region.

In response to rapid growth over the past year, WBSC is also prioritizing:

Sports Hall of Fame Integration – Following our merger, ensuring the continued celebration of legacy while aligning recognition efforts with broader sport development goals.

Strengthening Relationships – Deepening connections with provincial and national sport organizations to expand opportunities and align with best practices.

Driving Sport Tourism – Attracting and supporting major sport events that build community pride and drive economic impact.

Expanding Access to Quality Programs – Ensuring all residents, including rural and Indigenous communities, have equitable access to sport.

Data-Driven Development – Leveraging data to identify gaps, guide future programming, and advocate for investment in sport.

These priorities position WBSC to not only enhance local sport but also to elevate our region's profile provincially and nationally.

### How many operational staff does the organization have? Please provide details in the table.

### Operational Staff Information

	Per Organization Chart	Currently Filled
Full Time Positions	1	1
Part Time Positions	2	1



## Program/Projects Details

### **Are you applying for more than one program or project?**

If you are unsure, please contact [CIP@rmwb.ca](mailto:CIP@rmwb.ca) for clarification.

Yes

**Step 1:** Click on the button below to enter the name of your program(s) or project(s).

**Step 2:** Click on the Save Draft button at the bottom of the screen.



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**Step 3: Click on the "Program/Project Details" button below to complete the details of each Program/Project. Please be sure to submit the current program/project information form before moving onto the next project information form.**

**Program/Project:** Sport Passport Programs **Status:** Completed

**Program/Project:** Girls with Grit Sport Summit **Status:** Completed

**Program/Project:** Girls with Grit Mini Summits **Status:** Completed

**Program/Project:** Multi Sport Awards Banquet **Status:** Completed

**Program/Project:** Rural Sport Development **Status:** Completed

**Program/Project:** Advocacy **Status:** Completed

**Program/Project:** Try It Days **Status:** Completed

**Program/Project:** Sport Development Workshops **Status:** Completed

**Program/Project:** Wood Buffalo Sports Hall of Fame **Status:** Completed

**Program/Project:** Sport Attraction **Status:** Completed

**Program/Project:** Athlete Performance Lab **Status:** Completed



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### Finances

#### Organization's most recent Fiscal Year End date

Please click Save Draft to update the following two questions with this date.

12/31/2024

#### Unrestricted Net Assets

Unrestricted Net Assets (accumulated net assets/surplus that the organization has not set aside for a particular purpose or earmarked by a donor for a specific program or project) from your Financial Statements ending: 12/31/2024

\$71,147.00

#### Total Operating Expenses

Total Expenses from your Financial Statements Ending: 12/31/2024

\$192,791.00

#### What efforts have been made in the past fiscal year to increase the financial support for your organization?

Over the past fiscal year, Sport Wood Buffalo has secured over \$100,000 in grants to support programs and operational costs. We have strengthened partnerships with provincial organizations, local businesses, and community groups to expand funding opportunities. Additionally, we have developed sponsorship agreements, including financial and in-kind support, and continue to pursue new funding sources to ensure the sustainability and growth of our programs and services in the region.

#### Please explain any cost savings initiatives the organization has, or is planning, to implement:

Sport Wood Buffalo operates at a bare minimum and continually seeks partnerships, grants, sponsorships, and in-kind donations to offset operating costs. While our resources are already streamlined, as we grow and take on additional mandates, funding must increase to match the expanded scope of programs and services, ensuring sustainability and continued accessibility for the community.



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**Please complete the following budget table:**

### Secured Revenue

Revenue Sources	Description	Revenue (Jan-Dec)
Other	Sport Tourism Partnership with FMWBEDT	\$150,000.00
Government of Alberta Grant	Women in Sport	\$25,000.00
Sponsorships	Girls with Grit	\$3,500.00
Other	WBSHOF Cash assets	\$10,000.00
Casino Revenue	WBSHOF Casino assets	\$36,000.00
		<b>\$224,500.00</b>

### Revenue in Progress

Revenue Sources	Description	Revenue (Jan-Dec)
Sponsorships	Girls with Grit, Multi Sport Awards Banquet, try it Days	\$50,000.00
Other Grants	program grants like JumpStart, ATB, WB Kids	\$100,000.00
Program/Project Event Income (Admissions / Ticket Sales)	Girls with grit, sport passport program	\$83,575.00
Other	Interest Income	\$15,000.00
Other	Wood Buffalo Sports Hall of Fame cash assets	\$10,000.00
Casino Revenue	Wood Buffalo Sports Hall of Fame Casino funds	\$50,000.00
		<b>\$308,575.00</b>

### Expenses

Type of Expense	Description	Total Expenses	Requested RMWB Grant
Audit Fees	2025 Financial Audit	\$6,500.00	\$6,500.00



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Wages/Salaries/Benefits/MER CS	ED, Sport Tourism and event manager, Active for life Coordinator, Sport Development Coordinator, Admin Support coordinator , marketing and communications manager	\$490,000.00	\$298,270.00
Rent - Venue/Facility/Room/Equipm ent	Office Space	\$21,600.00	\$21,600.00
Gifts for Elders / Honorariums	Elder Blessings	\$3,000.00	\$3,000.00
Training	Staff training and confrences	\$20,000.00	\$15,140.00
Advertising / Marketing Fees	Rebrand to Sport Wood Buffalo	\$25,000.00	\$20,000.00
Rent - Venue/Facility/Room/Equipm ent	equipment for 5 office spaces	\$20,000.00	\$15,000.00
Administration Costs	Bank Fee's, Phone, subscriptions, accounting, legal.	\$37,460.00	\$37,460.00
Volunteer Appreciation	Gifts / Swag / meals for volunteers	\$5,000.00	\$5,000.00
Transportation and Delivery	Reverse Fam Tour	\$2,000.00	\$2,000.00
Other (Provide Detail)	Sport Passport Program	\$113,760.00	\$77,010.00
Other (Provide Detail)	Girls with Grit Sport Summit	\$52,500.00	\$10,000.00
Other (Provide Detail)	Girls with Grit Mini Summit	\$13,200.00	\$7,079.00
Other (Provide Detail)	Athlete Performance Lab	\$57,500.00	\$40,250.00
Other (Provide Detail)	Sport Attraction	\$75,700.00	\$0.00
Other (Provide Detail)	Rural Sport Development	\$15,300.00	\$10,000.00
Other (Provide Detail)	Advocacy	\$20,500.00	\$15,000.00
Other (Provide Detail)	Wood Buffalo Sports Hall of Fame	\$11,040.00	\$8,000.00
Other (Provide Detail)	Try it Days	\$11,200.00	\$8,000.00
Other (Provide Detail)	Multi Sport Awards Banquet	\$47,702.00	\$33,391.00
Insurance - Program, Project, Service or Event	Director, event and program insurance	\$7,500.00	\$7,500.00
Other (Provide Detail)	Sport Development Workshops	\$22,500.00	\$9,800.00
		<b>\$1,078,962.00</b>	<b>\$650,000.00</b>



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## Shortfall

	<b>Total</b>
(Total Secured Revenue - Total Expenses)	\$854,462.00

## Total RMWB Grant Request

	<b>Amount</b>
Total	\$650,000.00



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### Total Cost of Program, Project, or Service

Total cost includes all costs of the entire program, project or service.

\$1,066,362.00

### Total Grant Amount Request

For the Community Sustaining Grant, up to 75% of total program, project or service cost

\$650,000.00

### Grant request as percentage of total cost of program, project or service

Click on the Save Draft button to calculate the percentage.

61%

### Outline any expected non-financial resources being leveraged for this program, project, service or event to demonstrate community support.

Our program leverages a variety of non-financial resources to demonstrate community support. Local sport organizations and community partners contribute volunteer time, coaching expertise, and access to facilities and equipment. We focus on collaboration over competition and will continue to seek partnerships, sponsorships, in-kind donations, and grants to strengthen the program. As a region, we have invested significant resources into sport infrastructure, and now is the time to invest in the development of sport.

### Preferred Cash-Flow

	Amount
January/February	\$455,000.00
April	\$0.00
August	\$0.00
October	\$195,000.00
Total	\$650,000.00



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### Attachments

#### Upload Strategic Plan

[WBSC\\_Strategic\\_Plan\\_2024\\_-\\_2026.pdf](#)

11 MB - 10/07/2025 9:59 PM

Total Files: 1



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**Please attach a budget breakdown for each program, project, service or event if there are multiple requests included in this application.**

[ADVOCACY.pdf](#)

51.8 KB - 10/13/2025 11:36 AM

[Athlete\\_Performance\\_Lab.pdf](#)

57 KB - 10/13/2025 9:47 PM

[Girls\\_With\\_Grit\\_Sport\\_Summit.pdf](#)

65.3 KB - 10/13/2025 10:24 AM

[Girls\\_with\\_Grit\\_Mini\\_Summits.pdf](#)

54.7 KB - 10/13/2025 10:30 AM

[Multi\\_Sport\\_Awards\\_Budget.pdf](#)

59.2 KB - 10/13/2025 10:45 AM

[Rural\\_Sport\\_Development\\_Advisory\\_.pdf](#)

59.3 KB - 10/13/2025 11:25 AM

[SPORT\\_PASSPORT\\_PROGRAM\\_.pdf](#)

61 KB - 10/13/2025 10:18 AM

[Sport\\_Attraction\\_budget.pdf](#)

76.5 KB - 10/13/2025 7:57 PM

[Sport\\_Development\\_Workshop\\_budget.pdf](#)

57.4 KB - 10/13/2025 9:48 PM

[TRY\\_IT\\_Days.pdf](#)

56.1 KB - 10/13/2025 11:44 AM

[Wood\\_Buffalo\\_Sports\\_Hall\\_of\\_Fame\\_.pdf](#)

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Total Files: 11

**Please attach a Partnership Letter(s) of Support for the proposed program, project, service or event to demonstrate authentic partnership and collaboration.**

Applicants may use the [Partnership Letter of Support Template](#) or submit a customized letter.

Each letter should include the following five key elements:



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1. Commitment to the partnership and shared initiatives
2. Confirmation of the community need
3. History of prior collaboration or rationale for a new partnership
4. Defined roles, responsibilities, and resource commitments
5. Contact information for the partner organization

Each letter must be signed by an authorized representative of the partner organization.

Please note: The partnership letter is a mandatory requirement for Community Sustaining applicants and optional for Community Impact Grant application.

[CIP\\_Letter\\_for\\_WBSC\\_-\\_-signed.pdf](#)

288.8 KB - 10/13/2025 7:43 PM

[InMotion\\_Network\\_- WBSC\\_Letter\\_Oct\\_2025.pdf](#)

186.8 KB - 10/10/2025 3:33 PM

[KidSport\\_letter\\_of\\_support\\_docx\\_- Google\\_Docs.pdf](#)

141.3 KB - 10/14/2025 3:28 PM

[Letter\\_of\\_Support\\_- Northern\\_Alberta\\_Sport\\_Advocacy\\_Project.pdf](#)

491.2 KB - 10/13/2025 11:34 AM

[Letter\\_of\\_Support\\_- WBSC-2.pdf](#)

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[Letter\\_of\\_support\\_--WBSC\\_docx\\_Wahkohwin\\_Sport\\_Circle.pdf](#)

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[Letter\\_of\\_support\\_- WBSC.pdf\\_NORFORT](#)

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[Letter\\_of\\_support\\_WBSC.pdf](#)

143.9 KB - 10/13/2025 9:55 PM

[Letter\\_of\\_support\\_for\\_the\\_WBSC\\_docx.pdf\\_GIANTS](#)

559.4 KB - 10/07/2025 9:59 PM

[Sport\\_Wood\\_Buffalo\\_- Letter\\_of\\_Support\\_\(ISCA\).pdf](#)

854.5 KB - 10/13/2025 11:34 AM

[St\\_Aidans\\_WBSC\\_-Signed.pdf](#)

513.3 KB - 10/13/2025 8:01 PM

[WBSC\\_Letter\\_of\\_Recommendation.pdf](#)

177.6 KB - 10/13/2025 11:05 PM



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**Please attach signed Financial Statements for the most recent fiscal year end.**

Note: Year end date must fall between July 1, 2024, and June 30, 2025.

[2024\\_WBSCS\\_-\\_Financial\\_Statements\\_Final.pdf](#)  
162.4 KB - 10/07/2025 10:10 PM

Total Files: 1



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### Declaration

Declaration: – In making this application, I, the undersigned, confirm:

- that I have read the appropriate Grant Guidelines;
- that I understand that this application form and all required attachments must be completed in full and received before 2025-10-14 4:30 p.m. MT;
- that I understand that this application form and any attachments shall be part of the Community Investment Program Approval Committee (CIPAC, Council Appointed) meeting agenda and accessible through all methods that the public meeting agenda is available;
- that I understand the term of the Grant is January 1 to December 31, 2026 and that all expenditures must happen during this term; and
- that I am authorized by the applicant organization to complete the application and hereby represent to the Regional Municipality of Wood Buffalo's Community Investment Program and declare that to the best of our knowledge and belief, the information provided is truthful and accurate, and the application is made on behalf of the above-named organization and with the Board of Directors' full knowledge and consent.
- that I understand the personal information collected in this application is collected under the authority of Section 4(c) of the Protection of Privacy Act and is managed in accordance with the Act. It will be used to process your application and contact you if needed during the review of this application. If you have questions about the collection or use of your personal information, you may contact the Manager, Community Partnerships and Initiatives, at 9909 Franklin Avenue, Fort McMurray, AB T9H 2K4 or at 587-919-5522.

### Acknowledgement

I do hereby certify that to the best of my knowledge, this application contains a full and correct account of all matters stated herein.

### Applicant Name

Karly Anderson

### Position/Title

Executive Director

Date: 10/14/2025



## Project Summary Sport Passport Programs

### Program, Project or Service Name

Sport Passport Programs

### Beginning Date

2026-01-01

### Completion Date

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-12-31

### Location program, project or service will be provided:

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Anzac, Conklin, Fort Chipewyan, Fort McKay, Fort McMurray, Janvier

### Please complete the following Program/Project or Event Delivery Details.

### Program, Project, or Event Delivery Information

Program/Project/ or Event Location	In Person (Yes/No)	Virtually (Yes/No)	Travel Budget Required (Yes/No)
Sport Passport Program - Youth	Yes	No	Yes
Sport Passport - Women	yes	no	no
Passport to wellness (55+)	yes	no	no
Passport all abilities	yes	no	yes

## Project Summary

### Sport Passport Programs

**How does your organization plan to address barriers related to delivering virtual services in rural areas. This may include limited internet access, lack of devices, and limited technical support. If applicable.**

Sport Wood Buffalo delivers the Sport Passport programs in person. We are not planning to offer virtual options at this time. Our focus is on providing accessible, in-person opportunities within the region, which best support participation and connection in communities where virtual access may be limited.

**How does your organization plan to address transportation barriers to provide the program, project, service or event? If applicable.**

Our priority for the Sport Passport youth program is to expand into rural communities within Wood Buffalo. To address transportation barriers, we plan to bring the program directly to these communities by hosting sessions in local facilities rather than requiring participants to travel to Fort McMurray. This approach ensures greater accessibility and participation across the region.

**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications. Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride

## Project Summary

### Sport Passport Programs

#### **Describe how the proposed program, project, service or event align with these priorities.**

The Sport Passport Program supports community wellness by providing affordable and inclusive opportunities for youth, women, and adults 55+ to participate in a variety of sports. The program is designed to remove barriers to participation by offering accessible, welcoming environments that promote belonging and connection.

Through partnerships with local sport organizations, the program builds collaboration and strengthens relationships across the community. Expanding the youth program into rural areas will help ensure residents outside of Fort McMurray have the same access to sport and recreation, supporting engagement and participation in both rural and Indigenous communities

**In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

#### Target Population

Age	Target Population
Children (0-12 years)	250
Youth (13-18 years)	50
Adults	80
Seniors (65+)	60
Families	0
Community	0
Total	440

**Please identify the equity deserving population the program, project, service or event will serve.**

Youth, Seniors, Immigrants, refugees and/or newcomers, First Nations, Métis, and/or Inuit Peoples, Youth, Seniors, Women and/or girls, People living with disabilities, People living in rural communities



## Project Summary Sport Passport Programs

**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

Sport Wood Buffalo ensures its programs are accessible and inclusive by keeping program fees low and reducing financial barriers. We actively seek grants and build partnerships to help offset program costs, allowing us to keep participation affordable for everyone. We also promote community funding supports, such as WB Kids, KidSport, and Jumpstart, to help families access additional financial assistance. Our programs are designed to welcome participants of all ages, abilities, and skill levels. For example, the Sport Passport Program provides affordable, multi-sport opportunities for youth, women, and adults 55+. This year, we are expanding the program to include a passport for all abilities, to reach rural communities, and to provide opportunities for newcomers to connect through sport

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

Sport Wood Buffalo celebrates and supports Indigenous culture through program development and community engagement. We work with the Indigenous Sport Council of Alberta for their knowledge, resources, and support to help develop sport development pathways in rural communities. This year, we are expanding the Sport Passport program to rural communities, increasing access for Indigenous youth and families. We also plan to highlight Arctic Winter Games activities, featuring Arctic and Dene games, to celebrate Indigenous sport traditions and provide opportunities for cultural connection and learning. Through these initiatives, we aim to create meaningful experiences that promote participation, inclusion, and recognition of Indigenous culture within our community

## Logic Model

## Project Summary

### Sport Passport Programs

#### **Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

The Sport Passport program addresses gaps in access to fun, recreation-focused sport and physical activity, particularly for youth, newcomers, individuals with varying abilities, the 55+ community, women and residents of rural communities within Fort McMurray Wood Buffalo. Many residents face barriers such as limited programs, travel distances, and financial constraints, which can prevent regular participation in physical activity and social connection.

Evidence shows that a multi-sport approach encourages continued participation, supports overall wellness, and allows participants to explore different activities in a recreational, low-pressure environment. Expanding the Sport Passport program ensures more people in the region have the opportunity to be active, try new sports, and enjoy recreation in a welcoming and inclusive setting.

#### **Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

The Sport Passport program addresses barriers to participation by providing accessible, recreation-focused, multi-sport opportunities for youth, newcomers, individuals with varying abilities, the 55+ community, women and residents of rural areas. By keeping fees low, leveraging partnerships and grants, and promoting community funding supports such as WB Kids, KidSport, and Jumpstart, the program reduces financial barriers. Hosting programs in local facilities and expanding to rural communities ensures greater access. The multi-sport approach encourages continued participation, skill development, and overall wellness, while offering fun, inclusive, and welcoming environments that foster social connection and community engagement.



## Project Summary Sport Passport Programs

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Research shows that playing multiple sports helps youth improve their overall fitness, coordination, and motor skills. These benefits occur regardless of age, gender, or prior experience, meaning the improvement comes specifically from participating in a variety of sports. Multi-sport participation also encourages continued involvement, reduces the risk of overuse injuries, and supports overall wellness. Community feedback from past Sport Passport programs in Fort McMurray has been very positive, with programs consistently filling and partner organizations expressing interest in expanding and growing the program.

If Sport Wood Buffalo expands the Sport Passport program to rural communities, participants of all ages and abilities will have increased opportunities to enjoy fun, inclusive, recreation-focused sport experiences that support physical activity, confidence, and connection within their community.

**Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

Staff – program coordination, planning, and delivery.

Volunteers – supporting program delivery, coaching, and mentorship.

Travel – transportation to rural and remote communities to deliver programs locally.

Venue space – local facilities in Fort McMurray and rural communities.

Equipment and supplies – sport-specific materials needed for multi-sport activities.

Partnerships – collaboration with local sport organizations to provide expertise, support, and additional resources.

Funding and grants – to offset program costs and keep fees low for participants.

Program administration – registration, communication, and promotion, including outreach to support financial assistance programs such as WB Kids, KidSport, and Jumpstart.

## Project Summary Sport Passport Programs

### Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)

Program sessions – multi-sport sessions for youth, women, adults 55+, newcomers, and participants of all abilities. Sessions are typically 8–10 weeks, meeting once a week for one hour.

Rural outreach – delivering programs in local facilities within rural and remote communities to increase accessibility.

Partnership collaboration – working with local sport organizations and provincial sport organizations to provide coaching, expertise, and program support.

Staff training – ensuring all program staff and volunteers complete relevant training such as NCCP coaching courses, first aid, and other certifications to safely and effectively deliver programs.

Volunteer engagement – recruiting and training volunteers to assist with program delivery, coaching, and participant mentorship.

Equipment management – providing all necessary sport equipment and materials for each session.

Promotion and outreach – marketing programs, registering participants, and connecting families with financial support resources such as WB Kids, KidSport, and Jumpstart.

Cultural inclusion activities – incorporating elements such as Arctic and Dene games to celebrate Indigenous sport traditions and enhance engagement.

### Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

Program sessions delivered – Track each Sport Passport session delivered.

Locations served – Track all communities and facilities where programs are offered, including rural areas.

Participant engagement – Track the number of participants in each program type (youth, women, 55+, newcomers, all-abilities).

Partnerships – Track sport organizations and community groups involved in program delivery and support.

Staff and volunteer training – Track completion of relevant training such as NCCP coaching and first aid.

Equipment provided – Track the provision and use of sport equipment for all sessions.

Cultural inclusion activities – Track sessions that include Arctic and Dene games or other Indigenous sport elements.



## Project Summary Sport Passport Programs

**Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.**

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

Increased participation in sport and physical activity – Participants engage in recreation-focused, multi-sport programs.

Increased awareness of sport opportunities – Participants learn about local programs and ways to stay active.

Improved skills, confidence, and social connection – Participants develop sport skills, build self-confidence, and connect with others in their community.

**What tools will you use to measure the outcomes of the program, project, service or event?**

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

Surveys, Observation

**Please provide details of how your program, project, service or event differs from other services being offered in the community.**

The Sport Passport program is unique in the region. There are no other programs that offer accessible, recreation-focused, multi-sport opportunities across youth, women, 55+, newcomers, and participants of all abilities, while also reaching rural communities. By combining low fees, partnership support, and inclusive programming—including Indigenous cultural elements such as Arctic and Dene games—the program provides a one-of-a-kind opportunity for participants to explore multiple sports, build skills, and connect with their community in ways no other local program currently offers.

## Project Summary

### Sport Passport Programs

**This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.**

Community Organization or Group	Role
Fort McMurray Disc Golf Association	Session facilitator
Ni-Ten Judo	Session facilitator
Premier Cheerleading Academy	Session facilitator
Norfort Gymnastics Association	Session facilitator
Athletic Edge	Session facilitator
Hangingstone	Session facilitator
Fort McMurray Ringette Association	Session facilitator
Fort McMurray Youth Soccer Association	Session facilitator
Knights Rugby	Session facilitator
Indigenous Sport Council of Alberta	Program builder
Autism Society Wood buffalo	Program builder
St Aidans	Program builder
Gold Years Society	Program builder
Regional Recreation Corporation of Wood Buffalo	Program builder / facility space
Fort McMurray Minor Hockey	Session facilitator
Bowmans Marital Arts	Session facilitator
Ptarmigan Ski Club	Session facilitator
Fort McMurray Ski Team	Session facilitator
Ridge Riders Snowboard Club	Session facilitator
Huskies Athletics / Keyano College	venue / Session facilitator/ program builder
Three Rivers Volleyball Club	Session Facilitator
Handball Alberta	Session facilitator



## Project Summary Girls with Grit Sport Summit

### Program, Project or Service Name

Girls with Grit Sport Summit

### Beginning Date

2026-05-16

### Completion Date

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-05-17

### Location program, project or service will be provided:

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Anzac, Conklin, Fort Chipewyan, Fort McKay, Fort McMurray, Janvier

### Please complete the following Program/Project or Event Delivery Details.

### Program, Project, or Event Delivery Information

Program/Project/ or Event Location	In Person (Yes/No)	Virtually (Yes/No)	Travel Budget Required (Yes/No)
Girls with Grit Sport Summit	yes	no	yes

**How does your organization plan to address barriers related to delivering virtual services in rural areas. This may include limited internet access, lack of devices, and limited technical support. If applicable.**

The Girls with Grit Sport Summit is being delivered as an in-person event, so virtual delivery barriers in rural areas—such as limited internet access, lack of devices, or technical support—do not apply. By hosting the summit in-person, we ensure all participants, including those from rural communities, have direct access to the sessions, speakers, and activities without needing internet or specialized devices.

## Project Summary

### Girls with Grit Sport Summit

**How does your organization plan to address transportation barriers to provide the program, project, service or event? If applicable.**

To address transportation barriers, Sport Wood Buffalo provides support for participants from rural communities to commute to the region for the event. This ensures all interested participants can attend, regardless of distance or travel challenges.

**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications.  
Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride

**Describe how the proposed program, project, service or event align with these priorities.**

The Girls with Grit Sport Summit aligns with community wellness, inclusion, and belonging by providing girls with mentorship, leadership, and sport development opportunities. The event brings participants from across the region, including rural communities, strengthens partnerships with local organizations, promotes social connection, and fosters regional pride.



**In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

## Target Population

Age	Target Population
Children (0-12 years)	150
Youth (13-18 years)	20
Adults	0
Seniors (65+)	0
Families	0
Community	0
Total	170

**Please identify the equity deserving population the program, project, service or event will serve.**

Youth, First Nations, Métis, and/or Inuit Peoples, Youth, Women and/or girls, People living in rural communities

**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

The Girls with Grit Sport Summit ensures accessibility and inclusivity by focusing on girls aged 8–13, a group at higher risk of dropping out of sport. The summit provides supports such as transportation for participants from rural communities to attend.

The summit also includes a female leadership component, engaging girls aged 14–18 as ambassadors to mentor younger participants and support summit activities. Activities are designed to be welcoming, engaging, and confidence-building, ensuring all participants feel included and empowered to explore sport and leadership opportunities.

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

While the Girls with Grit Sport Summit does not specifically focus on Indigenous cultural programming, the summit is open and welcoming to participants from Indigenous communities. By providing access, mentorship, and leadership opportunities for girls from across the region, including rural and Indigenous communities, the summit supports participation, inclusion, and engagement in sport and leadership development

## Logic Model

**Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

Girls aged 8–13 are at a critical age where many drop out of sport, often due to lack of confidence, limited mentorship, or insufficient opportunities to engage in supportive, female-focused programming. There is a gap in programming that combines sport participation with leadership development specifically for this age group.

The response to the Girls with Grit Sport Summit has been overwhelming. Participants consistently report that they want the summit offered more frequently. Girls with Grit is all about building their love for sport, enhancing their confidence and competence, and providing a safe and welcoming space to develop friendships. The summit also encourages social connection, teamwork, and peer mentorship, giving girls the tools to continue participating in sport and leadership opportunities long after the summit ends.



## Project Summary Girls with Grit Sport Summit

**Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

The Girls with Grit Sport Summit addresses the drop-out of girls aged 8–13 from sport by providing a structured, supportive, and female-focused environment that combines sport participation with leadership development. Through interactive sport sessions, mentorship opportunities, and skill-building activities, the summit enhances participants' confidence, competence, and motivation to stay active. The summit also engages older girls (14–18) as ambassadors, providing leadership opportunities and peer mentorship, which strengthens social support networks and encourages ongoing participation in sport. By focusing on fun, inclusive, and confidence-building experiences, the summit directly targets barriers to sport engagement while promoting long-term involvement, skill development, and personal growth for both younger participants and their ambassadors.

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Girls aged 8–13 are at high risk of dropping out of sport due to lack of confidence, mentorship, and tailored opportunities. Research from Canadian Women & Sport shows participation drops from 63% in childhood to 50% by age 16. Evidence also shows that mentorship and peer support improve confidence, self-efficacy, and ongoing engagement in sport.

If Sport Wood Buffalo delivers the Girls with Grit Sport Summit, girls will gain confidence, improve their sport skills, build friendships, and develop leadership abilities. Feedback from past programs shows strong demand and a positive impact on participants' confidence, enjoyment of sport, and social connection.

## Project Summary

### Girls with Grit Sport Summit

#### **Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

Staff and facilitators – Lead sport sessions, coordinate logistics, and support participants.  
Ambassador mentors – Female leaders aged 14–18 to mentor younger participants.  
Volunteers – Assist with registration, session setup, and participant support.  
Venue space – Gymnasiums, meeting rooms, and breakout areas for sessions.  
Equipment – Sport and activity equipment for multi-sport sessions and leadership activities.  
Transportation support – Funding to help rural participants attend.  
Program administration – Planning, coordination, and communications.  
Partnerships – Collaboration with local sport organizations and community groups.  
Funding – Grants, sponsorships, and community support to cover program costs.  
Participant experience – Lunch, snacks, entertainment, and gift bags (“swag”) for participants.

#### **Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)**

Multi-sport sessions – Interactive sport activities designed to build skills, confidence, and enjoyment.  
Leadership workshops – Sessions for participants and ambassadors to develop communication, teamwork, and leadership skills.  
Mentorship opportunities – Older female ambassadors (14–18) mentor younger participants (8–13) during activities.  
Team-building activities – Group challenges and collaborative exercises to encourage social connection and friendship.  
Guest speaker sessions – Inspirational talks from female athletes, coaches, and community leaders.  
Entertainment and engagement – Fun activities, games, and interactive sessions to enhance the participant experience.  
Lunch and social time – Opportunities for informal interaction, networking, and relationship building.  
Recognition and swag – Gift bags and certificates to celebrate participation and achievements.

## Project Summary

### Girls with Grit Sport Summit

**Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.**

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

- # Summit sessions delivered
- # Participants engaged
- # Ambassadors engaged
- # Partner organizations involved
- # Venues used

**Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.**

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

Increased sport participation – Girls aged 8–13 demonstrate higher engagement and continued interest in sport.

Enhanced confidence and competence – Participants develop self-confidence, leadership skills, and sport abilities.

Strengthened social connections – Participants build friendships and supportive peer networks through summit activities.

**What tools will you use to measure the outcomes of the program, project, service or event?**

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

Surveys, Observation



## Project Summary

### Girls with Grit Sport Summit

**Please provide details of how your program, project, service or event differs from other services being offered in the community.**

The Girls with Grit Sport Summit is a regional program, bringing together girls from across the community and surrounding areas. There are no other programs in the region specifically designed for girls aged 8–13 that combine multi-sport participation with leadership development. The summit is unique in engaging older girls (14–18) as ambassadors to mentor younger participants, providing role modeling and peer support. It offers a comprehensive, fun, and confidence-building experience that includes sport, mentorship, workshops, and social connection—all in one inclusive program.



## Project Summary Girls with Grit Sport Summit

**This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.**

Community Organization or Group	Role
Girls Inc	session leader
Fort McMurray Ringette Association	session leader
Norfort Gymnastics	Session Leader
three rivers volleyball club	session leader
Premier Cheerleading Academy	Session Leader
Brady Academy of Irish Dance	Session Leader
Ukrainian Dancing	Session Leader
Fort McMurray Roller Derby	Session Leader
Ni-ten Judo	Session Leader
Fort McMurray Youth Soccer Association	Session Leader
Fort McMurray Minor Baseball	Session Leader
Fort McMurray Minor Hockey	Session Leader
Northern Trailblazers	Session Leader
Fort McMurray Minor Hockey	Session Leader
Fort McMurray Giants	Session Leader
Athletic Edge	Session Leader
MacDonald Island Park	Session Leader / Venue
Huskies Athletics	Session Leader/ venue
Girls Inc	Session Leader
Handball Alberta	Session Leader
Heartspark	Session Leader



## Project Summary

### Girls with Grit Mini Summits

#### Program, Project or Service Name

Girls with Grit Mini Summits

#### Beginning Date

2026-01-01

#### Completion Date

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-12-31

#### Location program, project or service will be provided:

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Anzac, Conklin, Fort Chipewyan, Fort McKay, Fort McMurray, Janvier

#### Please complete the following Program/Project or Event Delivery Details.

#### Program, Project, or Event Delivery Information

Program/Project/ or Event Location	In Person (Yes/No)	Virtually (Yes/No)	Travel Budget Required (Yes/No)
Girls with Grit Mini Summits	yes	no	yes

**How does your organization plan to address barriers related to delivering virtual services in rural areas. This may include limited internet access, lack of devices, and limited technical support. If applicable.**

The Girls with Grit Mini Summits are designed as in-person programs, either in rural communities or on non-school Fridays in Fort McMurray, so virtual delivery is not required. By hosting sessions in accessible local facilities, we remove barriers related to internet access, devices, and technical support, ensuring participants can fully engage in the summit without technology limitations.



## Project Summary Girls with Grit Mini Summits

**How does your organization plan to address transportation barriers to provide the program, project, service or event? If applicable.**

To address transportation barriers, Sport Wood Buffalo delivers the Girls with Grit Mini Summits directly in rural communities. By bringing the program to participants, we ensure girls can attend without needing to travel, making the summit accessible and convenient for all.

**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications. Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride

**Describe how the proposed program, project, service or event align with these priorities.**

The Girls with Grit Mini Summits align with community priorities by providing accessible, inclusive programs that support wellness and personal development for girls aged 8–13. The summits promote social participation and belonging, while older participants (14–20) serve as ambassadors, fostering leadership and mentorship. Partnerships with local sport organizations and community groups strengthen collaboration, and hosting summits in rural communities and Fort McMurray ensures broad regional engagement.

## Project Summary

### Girls with Grit Mini Summits

**In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

#### Target Population

Age	Target Population
Children (0-12 years)	100
Youth (13-18 years)	20
Adults	0
Seniors (65+)	0
Families	0
Community	0
Total	120

**Please identify the equity deserving population the program, project, service or event will serve.**

Youth, First Nations, Métis, and/or Inuit Peoples, Youth, Women and/or girls

**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

The Girls with Grit Mini Summits are designed to be accessible and inclusive for girls aged 8–13, with older participants (14–20) invited to act as ambassadors and mentors. Programs are offered in Fort McMurray and in rural communities to remove geographic barriers. Activities are designed to accommodate different skill levels and abilities, ensuring all participants can engage fully. Past summits have received overwhelmingly positive feedback, with participants noting increased confidence, strengthened friendships, and a stronger sense of belonging in sport.

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

The Girls with Grit Mini Summits celebrate and recognize Indigenous participants by highlighting their achievements and contributions to sport. Through program design and local partnerships, summits held in rural and Indigenous communities provide accessible opportunities for engagement and leadership. This approach supports inclusion, promotes cultural awareness, and contributes to reconciliation by creating space to acknowledge and honor Indigenous girls and young women in sport.

## Logic Model

**Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

Many girls aged 8–13 disengage from sport during a critical period due to limited access, confidence challenges, or a lack of female-focused opportunities. Research shows that girls are more likely to drop out of organized sport during pre-adolescence if programs are not designed to meet their specific needs. Feedback from past Girls with Grit summits in Fort McMurray demonstrates overwhelming interest and demand, with participants requesting more frequent opportunities. The program addresses this gap by providing fun, confidence-building, and mentorship-focused sport experiences that encourage ongoing participation, skill development, and social connection.

**Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

The Girls with Grit Mini Summits address the gap in female sport participation by providing in-person, age-appropriate programs that focus on fun, skill development, and confidence-building for girls aged 8–13. Older participants (14–20) are engaged as ambassadors and mentors, fostering leadership and role modeling. By delivering summits in Fort McMurray and rural communities, the program removes access barriers, encourages continued engagement in sport, and builds supportive peer networks that strengthen social connection and community participation.

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Research shows that girls aged 8–13 are at high risk of dropping out of sport, but participation increases when programs are designed to be fun, inclusive, and female-focused. Mentorship and role modeling from slightly older peers also improves confidence, motivation, and continued engagement in sport. If Sport Wood Buffalo delivers the Girls with Grit Mini Summits, participants will experience increased confidence, skill development, and enjoyment in sport. Feedback from previous summits demonstrates strong demand, with participants requesting more opportunities, highlighting the effectiveness of this approach in keeping girls engaged and connected to sport.

**Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

Staff and coordinators – Plan, organize, and deliver summits

Volunteers – Assist with setup, supervision, and participant support

Venue space – Facilities in Fort McMurray and rural communities

Equipment and materials – Sport equipment, program materials, and activity supplies

Transportation – Travel for staff and program resources to rural communities

Female leaders and ambassadors

Catering/snacks – Food and refreshments for participants

Promotion and communications – Marketing, invitations, and program materials

Partnerships – Collaboration with local sport organizations, Indigenous groups, and community partners

Funding – Grants, sponsorships, and community support to cover costs

## Project Summary

### Girls with Grit Mini Summits

**Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)**

In-person sport sessions tailored for girls aged 8–13  
Mentorship and leadership activities led by older female ambassadors (14–20)  
Skill-building and confidence-focused workshops  
Team-building and social activities to foster connections  
Cultural and community awareness activities where applicable  
Distribution of program materials, swag, and resources

**Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.**

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

# of mini summits hosted  
# of communities where a mini summit was hosted  
# of participants  
# of partnerships

**Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.**

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

Increased confidence and skill development in girls aged 8–13  
Strengthened leadership and mentorship skills in older participants (14–20)  
Greater engagement and continued participation in sport within the community

**What tools will you use to measure the outcomes of the program, project, service or event?**

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

Surveys, Observation



## Project Summary Girls with Grit Mini Summits

**Please provide details of how your program, project, service or event differs from other services being offered in the community.**

The Girls with Grit Mini Summits are unique in the region as they focus specifically on girls aged 8–13, a group at high risk of dropping out of sport. The program combines in-person sport, mentorship from older female ambassadors (14–20), skill development, and leadership activities in both Fort McMurray and rural communities. Unlike other programs, it provides a female-focused, confidence-building environment that emphasizes fun, inclusivity, and social connection while creating opportunities for girls to continue engaging in sport long-term.

**This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.**

Community Organization or Group	Role
Girls Inc	session lead
Indigenous sport council of Alberta	program development
KidSport	program development
Local Sport Organizations	session lead



## Project Summary

### Multi Sport Awards Banquet

**Program, Project or Service Name**

Multi Sport Awards Banquet

**Beginning Date**

2026-10-03

**Completion Date**

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-10-03

**Location program, project or service will be provided:**

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Fort McMurray

**Please complete the following Program/Project or Event Delivery Details.****Program, Project, or Event Delivery Information**



## Project Summary Multi Sport Awards Banquet

**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications.  
Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride

**Describe how the proposed program, project, service or event align with these priorities.**

accessibility, inclusion, and belonging by recognizing athletes, coaches, and volunteers from diverse backgrounds and abilities. By hosting a signature event, MSAB attracts local organizations, partners, and visitors, supporting sport tourism and regional engagement. The banquet encourages social participation, bringing together families, community members, and sport leaders to celebrate achievements. Finally, it highlights the value of culture, heritage, and regional pride by preserving and honoring the stories and legacies of those who have shaped sport in Wood Buffalo.

**In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

### Target Population

Age	Target Population
Children (0-12 years)	20
Youth (13-18 years)	50
Adults	110
Seniors (65+)	20
Families	0
Community	0
Total	200



## Project Summary Multi Sport Awards Banquet

**Please identify the equity deserving population the program, project, service or event will serve.**

Youth, Seniors, 2SLGBTQIA+, Immigrants, refugees and/or newcomers, First Nations, Métis, and/or Inuit Peoples, Other racialized communities, Youth, Seniors, Women and/or girls, People living with disabilities, People living in rural communities

**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

The Multi Sport Awards Banquet is inclusive and accessible to anyone involved in the region's sport community, including athletes, coaches, officials, sport administrators, and volunteers of all ages and abilities. The banquet celebrates achievements across all sports and levels, ensuring everyone's contributions are recognized. Past attendees have expressed that the banquet makes them feel valued, proud, and connected to the broader sport community. The banquet is also streamed and shared via YouTube so those who cannot attend can still watch and celebrate our sport community.

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

The Multi Sport Awards Banquet will introduce an Indigenous Athlete of the Year award to celebrate the achievements of Indigenous athletes in the region. This recognition highlights the contributions of Indigenous participants, promotes inclusion, and fosters pride within Indigenous communities, while acknowledging their role in the region's sport landscape.

## Logic Model

**Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

There is a need to recognize and celebrate the achievements of athletes, coaches, officials, sport administrators, and volunteers across all sports, ages, and abilities in the region. Without an annual forum for acknowledgment, contributions at all levels can go unnoticed, which may reduce motivation, engagement, and community connection.

Feedback from past banquets and community organizations consistently highlights the value of celebrating accomplishments, with participants expressing pride and a sense of belonging. Introducing awards such as the Indigenous Athlete of the Year further addresses gaps in representation and recognition for underrepresented groups, ensuring inclusivity and regional equity in celebrating sport achievements.



## Project Summary Multi Sport Awards Banquet

**Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

The Multi Sport Awards Banquet addresses the lack of recognition for sport participants in the region by providing an annual, inclusive forum to celebrate achievements across all sports, ages, and abilities. By honoring athletes, coaches, officials, sport administrators, and volunteers, the banquet fosters pride, encourages continued engagement in sport, and strengthens connections within the community.

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Recognition and celebration of achievement are proven to increase motivation, engagement, and retention in sport. Acknowledging the contributions of athletes, coaches, officials, and volunteers fosters a sense of belonging and strengthens community connections. The Multi Sport Awards Banquet provides an annual platform to honor dedication and accomplishments across all sports, ages, and abilities in the region.

By introducing awards such as Indigenous Athlete of the Year, the banquet directly supports Truth and Reconciliation Commission Call to Action #87, which emphasizes public recognition of Indigenous athletes and their contributions. This initiative ensures Indigenous athletes are celebrated, promotes inclusivity, and contributes to reconciliation within the regional sport community.

## Project Summary Multi Sport Awards Banquet

### **Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

Venue – Space to host attendees, including setup for awards and presentations.

Awards and recognitions – Trophies, plaques, and certificates for athletes, coaches, officials, and volunteers.

Catering and bar services – Meals, beverages, and hospitality for guests.

Event production – Video production, photography, and sound/AV equipment.

Decor and entertainment – Bagpipes, stage setup, and thematic décor.

Program materials – Design, development, and printing of event programs.

Guest speakers – Keynote speakers, including community and sport leaders.

Hall of Fame inductees and award winners – Honorees featured during the banquet.

Staff and coordinators – Plan, organize, and manage the banquet.

Volunteers – Assist with registration, setup, and event operations.

Partnerships and sponsorships – Collaboration with local sport organizations, Indigenous groups, and community partners.

Promotion and communications – Invitations, marketing, and event materials.

### **Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)**

Opening remarks from organizers and community leaders

Guest speakers and keynote presentations

Award presentations, including Hall of Fame inductees

Cultural performances and recognition

Video and photo highlights of achievements

Networking and social opportunities

Distribution of programs and materials

## Project Summary Multi Sport Awards Banquet

**Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.**

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

- # Guests attending
- # Awards presented
- # Hall of Fame inductees
- # Guest speakers/keynotes

**Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.**

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

Increased recognition and celebration of athletes, coaches, officials, and volunteers  
Strengthened community pride and regional connections through sport

**What tools will you use to measure the outcomes of the program, project, service or event?**

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

Observation

**Please provide details of how your program, project, service or event differs from other services being offered in the community.**

The Multi Sport Awards Banquet is unique in the region as it is the only annual program that brings together athletes, coaches, officials, sport administrators, volunteers, and community members to celebrate achievements across all sports, ages, and abilities. Unlike other programs, it combines awards, Hall of Fame inductions, guest speakers, and networking opportunities in a single regional forum, creating a comprehensive celebration of the local sport community.



## Project Summary Multi Sport Awards Banquet

**This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.**

Community Organization or Group	Role
Cass and Nat Events	Event planner
Neville Video Productions	Video production
Winlock Entertainment	Lights and Sound
Coacktails by Boots	Bartending services
Wildrose Catering	Caterer



## Project Summary

### Rural Sport Development

**Program, Project or Service Name**

Rural Sport Development

**Beginning Date**

2026-01-01

**Completion Date**

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-12-31

**Location program, project or service will be provided:**

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Anzac, Conklin, Fort Chipewyan, Fort McKay, Fort McMurray, Janvier

**Please complete the following Program/Project or Event Delivery Details.****Program, Project, or Event Delivery Information**

Program/Project/ or Event Location	In Person (Yes/No)	Virtually (Yes/No)	Travel Budget Required (Yes/No)
NCCP Training	yes	yes	yes
Coach Mentorship	yes	yes	yes
coach development	yes	yes	yes
official development	yes	yes	yes
sport administration development	yes	yes	yes



## Project Summary

### Rural Sport Development

**How does your organization plan to address barriers related to delivering virtual services in rural areas. This may include limited internet access, lack of devices, and limited technical support. If applicable.**

For our rural sport development initiatives, most training and mentorship is delivered in-person to ensure accessibility and engagement. When in-person delivery is not possible, some courses are offered online. We will ensure participants have the proper technology to complete online training and will work with communities to identify tools and resources to support access, helping participants fully engage despite barriers related to internet, devices, or technical support.

**How does your organization plan to address transportation barriers to provide the program, project, service or event? If applicable.**

To address transportation barriers, Sport Wood Buffalo delivers training and mentorship directly within rural communities whenever possible. For opportunities that are outside the region, we will work with communities to provide transportation, ensuring participants can access courses and resources regardless of location.

**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications. Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride



## Project Summary Rural Sport Development

### **Describe how the proposed program, project, service or event align with these priorities.**

The rural sport development program aligns with community priorities by building strong partnerships and collaboration with local sport organizations, schools, and rural community sport leaders. By delivering training and mentorship directly in rural and Indigenous communities, the program strengthens relationships, supports local capacity, and ensures equitable access to sport development opportunities. It also promotes social participation by engaging community champions who can encourage broader involvement in sport and recreation across all ages and abilities.

**In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

### **Target Population**

Age	Target Population
Children (0-12 years)	0
Youth (13-18 years)	0
Adults	15
Seniors (65+)	0
Families	0
Community	0
Total	15

**Please identify the equity deserving population the program, project, service or event will serve.**

First Nations, Métis, and/or Inuit Peoples, Women and/or girls

**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

Wood Buffalo Sport Connection ensures programs are accessible and inclusive by delivering training and mentorship directly in rural and Indigenous communities, removing geographic and transportation barriers. We provide support for online courses when in-person delivery is not possible, ensuring participants have the technology and resources they need to fully engage. Programs are designed to accommodate different skill levels and experiences, enabling all local sport champions to participate. Feedback from past initiatives shows that local leaders feel empowered, supported, and more confident in developing sport opportunities in their communities.

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

The rural sport development program serves Indigenous communities by providing mentorship and training directly within these communities, supporting local sport leaders to grow opportunities for Indigenous athletes. Through collaboration with Indigenous partners and recognition of community knowledge and practices, the program promotes inclusion, cultural awareness, and reconciliation by ensuring Indigenous perspectives are integrated into sport development pathways.

### Logic Model

**Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

Many rural communities face barriers to participation in sport due to limited access to programs that teach the fundamental movement skills needed to engage confidently in a variety of sports. Without these foundational skills, children, youth, and community members are less likely to participate in organized sport or recreation. Feedback from community leaders and past programs indicates a strong demand for accessible, fun, and skill-focused opportunities that build confidence and encourage ongoing participation. This program addresses these gaps by providing in-person training and mentorship that focus on fundamental movement patterns, promoting sport for enjoyment and long-term engagement.



## Project Summary Rural Sport Development

**Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

The rural sport development program addresses participation gaps by providing in-person training and mentorship that focus on fundamental movement skills and sport for fun. By delivering sessions directly in rural and Indigenous communities, we ensure accessible, hands-on learning opportunities. Local champions receive guidance and support to help participants develop confidence, basic skills, and enjoyment in sport, creating a foundation for ongoing participation and engagement in recreational and organized sport opportunities.

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Research shows that developing fundamental movement skills at a young age supports long-term participation in sport, improves physical literacy, and encourages overall wellness. Hands-on, in-person training increases engagement and skill retention compared with virtual-only delivery.

By also developing local champions through training and mentorship, Sport Wood Buffalo can expand the availability of sport and recreation opportunities in rural communities. Participants will gain the confidence and abilities needed to engage in sport for fun, leading to increased participation, enjoyment, and ongoing involvement in recreational and organized sport opportunities.

**Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

Staff and coordinators – Deliver training, mentorship, and program planning

Volunteers – Support activities, supervision, and community engagement

Venue space – Local facilities

Equipment and materials – Sport and activity equipment, program resources

Transportation – Travel for staff and equipment to rural locations

Funding – Grants, sponsorships, and community support to cover program costs

Partnerships – Collaboration with local sport organizations, schools, and community leaders

Technology support – Access to devices and internet for online courses when needed

## Project Summary Rural Sport Development

**Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)**

Arctic and Dene Games training sessions  
Run, Jump, Throw program training  
Mentorship and skill development training from local sport organizations  
Administrative support for local sport league development (e.g., 3x3 basketball, 3x3 ball hockey, futsal)  
Indigenous Coaching Module (NCCP)  
First Aid and Concussion Awareness training  
Taping clinics and other sport safety workshops

**Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.**

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

# of training sessions delivered  
# of communities hosting programs  
# of participants trained  
# of local champions/mentors developed  
# of partnerships with sport organizations and community groups  
# of leagues or programs supported through administration and mentorship  
# of certification courses completed (e.g., Indigenous Coaching Module, First Aid, Concussion Awareness)

**Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.**

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

Increased confidence and skill development in participants to engage in sport for fun  
Development of local champions who can lead and expand sport opportunities in their communities  
Greater participation and engagement in recreational and organized sport across rural and Indigenous communities



## Project Summary Rural Sport Development

### **What tools will you use to measure the outcomes of the program, project, service or event?**

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

Observation, Other:

Other:

Sharing Circle

### **Please provide details of how your program, project, service or event differs from other services being offered in the community.**

This program is unique in the region because it focuses on developing fundamental movement skills and sport for fun, specifically in rural and Indigenous communities. Unlike other programs, it combines in-person training, mentorship for local champions, and support for community-led sport initiatives. By providing hands-on skill development, leadership training, and administrative support for local leagues, the program builds both individual participant confidence and community capacity to sustain sport and recreation opportunities over the long term.



## Project Summary

### Rural Sport Development

**This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.**

Community Organization or Group	Role
Indigenous Sport Council of Alberta	Program development support / Rural Sport Development advisory committee
Fort McKay First Nation	Program development and support / Rural Sport Development advisory committee
468 First Nation	Rural Sport Development advisory committee / Program development and support
Regional Municipality of Wood Buffalo	Rural Sport Development advisory committee
Regional Recreation Corporation of Wood Buffalo	Rural Sport Development advisory committee
Athabasca Chipewyan First Nation	Rural Sport Development advisory committee / Program development and support
Mikisew Cree First Nation	Rural Sport Development advisory committee / Program development and support
Local Sport Organizations	Program Delivery



**Program, Project or Service Name**

Advocacy

**Beginning Date**

2026-01-01

**Completion Date**

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-12-31

**Location program, project or service will be provided:**

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Fort McMurray

**Please complete the following Program/Project or Event Delivery Details.**

**Program, Project, or Event Delivery Information**

## Project Summary Advocacy

**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications. Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride

**Describe how the proposed program, project, service or event align with these priorities.**

Aligns with community priorities by addressing sport advocacy and the financial and logistical barriers faced by Northern Alberta families and sport organizations. Through data collection and consultation, we aim to quantify family spending, organizational investment, and travel demands for accessing sport opportunities comparable to larger centers.

This work supports accessibility and inclusion by identifying barriers to equitable participation and informing local hosting and attraction strategies. Understanding these costs guides targeted investments and programming, strengthens partnerships, and highlights regional pride by advocating for high-quality sport experiences close to home.



**In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

## Target Population

Age	Target Population
Children (0-12 years)	0
Youth (13-18 years)	0
Adults	0
Seniors (65+)	0
Families	1200
Community	0
Total	1200

**Please identify the equity deserving population the program, project, service or event will serve.**

Youth, Youth, People living in rural communities

**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

We focus on reducing barriers that prevent families from accessing sport close to home. Many families spend significant money traveling outside the region for sport opportunities. By hiring a researcher to quantify these costs, we can better advocate for local programs, facilities, and events that make sport more accessible and inclusive for everyone.

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

The program celebrates and serves Indigenous communities by incorporating their perspectives into our sport advocacy initiatives. In partnership with the Indigenous Sport Council of Alberta, we aim to understand the financial, travel, and participation barriers faced by Indigenous families and sport organizations in Northern Alberta. By gathering this data, we can advocate for equitable access to sport opportunities, ensuring Indigenous participants have the same access to programs and competitions as those in larger urban centers. Integrating culturally informed events, such as traditional games, also fosters connection, inclusion, and respect for Indigenous heritage, supporting reconciliation and promoting long-term engagement in sport across the community.

## Logic Model

**Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

Families and sport organizations in Northern Alberta face significant barriers to equitable sport participation, including high costs, travel requirements, and time away from work or school to access opportunities available in larger urban centers like Edmonton and Calgary. These barriers can limit participation, reduce skill development, and place financial and logistical strain on both families and organizations.

Evidence of this gap comes from community consultation, feedback from local sport leaders, and observations of participation trends, which highlight the need to understand the true cost of sport in the North. Collecting data on travel, expenses, and time commitments will inform strategies to reduce barriers, advocate for investment, and support equitable access to sport programs and competitions for all Northern Alberta residents.



## Project Summary Advocacy

**Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

The program addresses the identified gaps by collecting comprehensive data on the costs and barriers associated with sport participation in Northern Alberta. This includes understanding how much families spend, how much sport organizations invest, and the time residents must dedicate to travel outside the region to access comparable opportunities in urban centers.

By gathering this information through surveys, consultations, and community engagement, the program will identify key challenges and inform strategies to reduce barriers. Insights will support advocacy efforts to secure local programming, investments, and policies that make sport more accessible, equitable, and sustainable for Northern Alberta residents. Collaboration with community partners, local sport organizations, ensures that the approach is inclusive and grounded in lived experiences.

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Research shows that collecting and analyzing data on barriers to sport participation is an effective strategy for driving equitable access and informed decision-making. If Wood Buffalo Sport Connection gathers data on costs, travel, and time commitments for families and sport organizations in Northern Alberta, then we will gain a clear understanding of the financial and logistical challenges limiting participation.

Evidence from community sport studies, including reports by Canadian Sport for Life and Provincial Sport Organizations, demonstrates that targeted advocacy based on local data leads to better resource allocation, increased program accessibility, and stronger community engagement. By applying this approach, we can support policies and programs that reduce barriers, improve participation rates, and ensure Northern residents have equitable sport opportunities similar to those in urban centers.

**Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

Staff time: program coordination, oversight, and reporting

Research partner: to conduct in-depth analysis, surveys, and community engagement

Administrative support: survey management, communications, and stakeholder coordination

Technology: computers, software, and data analysis tools

Marketing and outreach: social media, newsletters, and community promotion to reach participants

Collaboration with partners: local sport organizations, Indigenous Sport Council of Alberta, and regional stakeholders

Meeting or workshop space: for consultations, focus groups, or engagement sessions

Educational and resource materials: for participants, sport organizations, and partners

**Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)**

Community consultations and focus groups with families, sport organizations, and Indigenous communities to understand barriers and needs

Surveys and data collection on costs, travel, and time commitments for sport participation in Northern Alberta

Analysis and reporting of collected data to identify key challenges and trends

Stakeholder engagement workshops to review findings and co-develop strategies for improved access

Collaboration with research partners to ensure rigorous methodology and meaningful insights

Dissemination of findings to community members, sport organizations, and policymakers to inform advocacy and decision-making

**Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.**

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

# of surveys completed by families, athletes, and sport organizations

# of community consultations/focus groups held

# of stakeholders engaged (sport organizations, Indigenous communities, and local leaders)

# of data reports or analyses produced summarizing findings and recommendations

# of workshops or engagement sessions with stakeholders to review findings

# of policy or advocacy recommendations developed based on insights



## Project Summary Advocacy

**Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.**

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

Increased understanding of barriers to sport participation in Northern Alberta, including costs, travel, and time commitments for families and organizations.

Improved capacity for advocacy among local sport organizations and community leaders to address these barriers.

Evidence-based recommendations that inform policies, programming, and investments to ensure equitable access to sport opportunities in the region.

### **What tools will you use to measure the outcomes of the program, project, service or event?**

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

Surveys, Focus Groups, Interviews, Observation

### **Please provide details of how your program, project, service or event differs from other services being offered in the community.**

This program differs from other services in the community because it focuses on data-driven sport advocacy specific to Northern Alberta. While most sport programs deliver activities or events, this initiative examines the financial, logistical, and time barriers that families and local sport organizations face to access competitive and recreational sport. By collecting detailed information through surveys, consultations, and community engagement, the program provides evidence-based insights that can guide policy, investment, and programming decisions. It also uniquely integrates partnerships with Indigenous communities and regional sport organizations, ensuring the findings reflect diverse perspectives and lead to equitable, long-term solutions that other programs do not address.



## Project Summary Advocacy

**This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.**

Community Organization or Group	Role
Grand Prairie Sport Connection	Partner
Local Sport Organizations	Partner



## Project Summary

### Try It Days

#### Program, Project or Service Name

Try It Days

#### Beginning Date

2026-01-01

#### Completion Date

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-12-31

#### Location program, project or service will be provided:

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Anzac, Conklin, Fort Chipewyan, Fort McKay, Fort McMurray, Janvier

#### Please complete the following Program/Project or Event Delivery Details.

#### Program, Project, or Event Delivery Information

Program/Project/ or Event Location	In Person (Yes/No)	Virtually (Yes/No)	Travel Budget Required (Yes/No)
Sport try it Days	yes	no	yes

## Project Summary

### Try It Days

**How does your organization plan to address barriers related to delivering virtual services in rural areas. This may include limited internet access, lack of devices, and limited technical support. If applicable.**

Sport Wood Buffalo ensures accessibility and inclusion by offering free, community-based programs that remove financial and participation barriers. Try It Days are designed so anyone—regardless of age, ability, or experience—can explore a variety of sports in a welcoming, supportive environment.

By partnering with a range of provincial and local sport organizations, the program provides opportunities for participants to experience sports they may not otherwise have access to. Equipment is provided when possible, and activities are adapted to ensure everyone can take part safely and confidently.

The success of Try It Days is reflected in the strong community turnout and positive feedback from families who express appreciation for the chance to participate without cost or commitment, helping foster a sense of belonging and inclusion through sport

**How does your organization plan to address transportation barriers to provide the program, project, service or event? If applicable.**

To address transportation barriers, Sport Wood Buffalo strives to offer Try It Days across the region, not just in urban areas, ensuring residents in both rural and urban communities can participate. We partner with local organizations and facilities to host events closer to where people live, reducing the need for travel and making participation more accessible for all residents.

**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications.  
Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride



## Project Summary

### Try It Days

#### **Describe how the proposed program, project, service or event align with these priorities.**

The Try It Days program aligns with these priorities by bringing the community together through inclusive, accessible sport opportunities that promote wellness and social participation. The events encourage families to connect, try new sports, and engage in healthy, active living while celebrating community pride.

Through collaboration with local sport organizations and regional partners, the program supports skill development and community growth. By hosting sessions across both urban and rural areas, Try It Days also help strengthen regional connections and ensure participation opportunities are available to everyone, regardless of location or experience level.

#### **In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

#### **Target Population**

Age	Target Population
Children (0-12 years)	50
Youth (13-18 years)	50
Adults	50
Seniors (65+)	20
Families	0
Community	0
Total	170

#### **Please identify the equity deserving population the program, project, service or event will serve.**

Youth, Seniors, Immigrants, refugees and/or newcomers, First Nations, Métis, and/or Inuit Peoples, Youth, Seniors, Women and/or girls, People living in rural communities



**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

Sport Wood Buffalo ensures all programs, including Try It Days, are accessible and inclusive by removing financial, logistical, and skill barriers. Events are free to attend, hosted across multiple locations in both urban and rural areas, and designed so participants of all ages, abilities, and experience levels can safely engage in a variety of sports.

Equipment is provided when needed, and activities are adapted to meet different abilities, ensuring everyone can participate confidently. A key success story is the strong turnout from families who had never previously engaged in organized sport; participants consistently share how welcoming and supportive the environment encouraged them to try new activities and remain active beyond the event. These outcomes highlight WBSC's commitment to fostering belonging, confidence, and community connection through sport.

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

Try It Days are hosted across rural communities, ensuring broader access for all residents. We will continue to build our relationship with the Indigenous Sport Council of Alberta to bring culturally informed components to sport, fostering inclusion, understanding, and connection for Indigenous participants while supporting reconciliation through community sport experiences

## Logic Model

**Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

Many families in the Wood Buffalo region face barriers to accessing new sports and recreational opportunities, particularly in rural areas. While sport is often developed by local champions, there is a need to inspire and support these leaders to bring programs into the broader community. Limited exposure to new sports can prevent residents from discovering activities that support physical health, social connection, and lifelong participation in sport.

Try It Days address this gap by providing free, multi-sport events that bring new sports and expertise into the region, encouraging local leaders, participants, and organizations to engage, collaborate, and grow sport opportunities across the community



**Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

Try It Days address the gap by introducing new sports and experiences to the community, inspiring local sport leaders and participants to engage in activities they might not otherwise encounter. The program is inclusive and low-barrier, allowing people of all ages and abilities to participate. By collaborating with provincial and regional sport organizations, Try It Days build connections, strengthen local capacity, and encourage ongoing participation, supporting both individual engagement and the growth of sport in the region

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Community-based sport programs are proven to increase participation, foster inclusion, and build local capacity. Try It Days introduce new sports to the region, inspiring local sport leaders and participants to engage in activities they might not otherwise experience.

Research, including the State of Play 2022 report, shows that the majority of youth access sports through community programs, highlighting the demand for accessible, hands-on opportunities. Studies in the Journal of Physical Activity and Health and the International Journal of Arts, Recreation and Sports demonstrate that such programs improve physical activity levels, promote social cohesion, and create inclusive environments for participants of all ages and abilities.

By hosting low-barrier, interactive try It days and partnering with provincial and regional sport organizations, Try It Days reduce participation barriers, build local leadership, and encourage ongoing engagement—supporting long-term growth in sport participation and leadership across the Wood Buffalo region.

## Project Summary

### Try It Days

**Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

Staff time: program coordination, planning, facilitation, and follow-up

Venue space: gyms, community centers, outdoor fields across urban and rural communities

Equipment and sport-specific gear for multiple activities

Expert facilitators: coaches, instructors, and sport leaders from provincial and regional organizations

Marketing and promotion: social media campaigns, flyers, newsletters, and local media

Administrative support: registration management, scheduling, and communication with participants and partners

Safety and first aid resources to ensure a secure environment for all participants

Educational materials and handouts to support learning and skill development

Partnership support: collaboration with local and regional sport organizations to enhance program delivery and participant engagement

**Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)**

Tryit Day - are inclusive, hands-on community events that introduce residents to new sports, highlight local organizations, and encourage ongoing participation in active, accessible, and fun experiences. SportFEST – Annual June activation showcasing local sport organizations, encouraging Try It Days participation, and increasing exposure to sport opportunities.

Newcomer Community Sport Tour – Events designed to introduce newcomers to local sport programs and connect them with community sport organizations.

**Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.**

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

# of Try It Day events delivered (including sport-specific, multi-sport, and special activations like SportFEST and Newcomer Tour)

# of participants engaged across all events

# of sport organizations/partners involved

# of new sports introduced to the community

# of follow-up opportunities or referrals to local sport programs



## Project Summary

### Try It Days

**Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.**

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

Increased sport participation  
Greater awareness of local opportunities

**What tools will you use to measure the outcomes of the program, project, service or event?**

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

Interviews, Observation

**Please provide details of how your program, project, service or event differs from other services being offered in the community.**

Try-It Days differs from other programs in the community by providing a low-cost, hands-on, and inclusive introduction to a variety of sports in a single, accessible event. Unlike regular league programs or single-sport clinics, Try-It Days allow children and youth to explore a variety of activities in a non-competitive, supportive environment. This approach helps families discover sports that suit their interests and abilities, reduces barriers to participation, and encourages ongoing engagement in local programs.

**This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.**

Community Organization or Group	Role
Indigenous Sport Council of Alberta	Sport try it day partner
Provincial Sport Organizations	Sport try it day partner
Local Sport Organizations	Sport try it day partner



## Project Summary

### Sport Development Workshops

**Program, Project or Service Name**

Sport Development Workshops

**Beginning Date**

2026-01-01

**Completion Date**

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-12-31

**Location program, project or service will be provided:**

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Fort McMurray

**Please complete the following Program/Project or Event Delivery Details.****Program, Project, or Event Delivery Information**

## Project Summary

### Sport Development Workshops

**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications. Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride

**Describe how the proposed program, project, service or event align with these priorities.**

Sport Development Workshops align with community priorities by providing support services and wellness education for athletes, coaches, and organizations, promoting safe and healthy sport environments. They enhance accessibility, inclusion, and belonging by offering programs for all abilities and backgrounds. Through partnership and collaboration with local coaches, sport organizations, and schools, workshops strengthen community networks. They also foster social participation by bringing together participants to learn, share knowledge, and build skills in a collaborative setting.

**In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

#### Target Population

Age	Target Population
Children (0-12 years)	5
Youth (13-18 years)	50
Adults	50
Seniors (65+)	0
Families	0
Community	0
Total	105



## Project Summary Sport Development Workshops

**Please identify the equity deserving population the program, project, service or event will serve.**

Youth, Youth, Women and/or girls

## Project Summary

### Sport Development Workshops

**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

Sport Wood Buffalo ensures that the Sport Development Workshops are accessible and inclusive by designing them to meet the diverse needs of coaches, athletes, officials, administrators, and volunteers at all levels of sport. Workshops are hosted locally and offered at low or no cost, removing financial and travel barriers that often limit participation.

Sessions are scheduled at convenient times and held in accessible community spaces to encourage broad engagement. We also collaborate with local sport organizations and rural partners to identify training needs and invite participants from across the region.

A recent example includes hosting a strength and conditioning coach who works with Olympic athletes. This workshop provided local strength and conditioning coaches with the opportunity to learn advanced techniques and strategies to better support athletes in our region.

Through this inclusive and community-driven approach, the Sport Development Workshops ensure that everyone with an interest in sport has the opportunity to learn, grow, and contribute to a stronger sport system in Fort McMurray Wood Buffalo.

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

Sport Wood Buffalo is committed to creating a sport community that is inclusive, respectful, and reflective of the diverse cultures within our region. As part of the Sport Development Workshop Series, we hosted an Indigenous Cultural Awareness Training led by Holly Fortier, a respected Indigenous educator and storyteller.

This session provided local sport organizations, coaches, and volunteers with meaningful learning about Indigenous history, traditions, and cultural practices. It encouraged reflection on how sport can be a platform for reconciliation, inclusion, and respect. Participants gained practical knowledge to create safer and more welcoming environments for Indigenous athletes and families within community sport. By incorporating cultural education into our professional development offerings, Sport Wood Buffalo continues to promote reconciliation, and ensure that sport serves as a bridge for connection and healing across all communities in Fort McMurray Wood Buffalo

## Logic Model



## Project Summary

### Sport Development Workshops

#### **Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

There is a clear need for accessible and consistent sport development opportunities in Fort McMurray Wood Buffalo. Local coaches, officials, and volunteers often face barriers to professional growth due to the high cost and travel required to access certification and training opportunities, which are typically only available in larger urban centres.

This gap limits local capacity to deliver quality sport programs and reduces opportunities for athlete development within the region. Feedback collected through the Wood Buffalo Sport Interagency Round Table and community sport surveys consistently identifies a lack of local training and professional development as a key barrier to sport growth and retention.

The Sport Development Workshops directly address this need by bringing education and skill-building opportunities to the community. By providing training locally, we strengthen the region's sport infrastructure, empower community leaders, and help ensure long-term sustainability and quality in local sport programming.

#### **Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

The Sport Development Workshops address the gap in local training and professional development by bringing education and expertise directly to the community. Our approach focuses on collaboration, accessibility, and capacity building – partnering with local, provincial, and national experts to deliver high-quality learning opportunities for coaches, officials, athletes, administrators, and volunteers.

By offering these workshops locally and at low or no cost, we remove financial and travel barriers that often prevent participation. Each session is designed to strengthen knowledge, confidence, and leadership within our sport community, ultimately improving the quality and sustainability of local programs.

This community-based approach ensures long-term impact by developing local leaders who can continue to grow and support sport in Fort McMurray Wood Buffalo.

## Project Summary

### Sport Development Workshops

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Research demonstrates that access to local, high-quality training significantly improves the capacity and confidence of coaches, officials, and sport leaders, which in turn enhances athlete experience, retention, and overall program quality (Jones et al., 2019; BMC Public Health, 2020). Community-based workshops reduce barriers to participation by removing the need for travel and high costs, allowing sport leaders to gain relevant skills and knowledge within their own region (Holt et al., 2013).

If Sport Wood Buffalo delivers Sport Development Workshops in Fort McMurray Wood Buffalo, then local sport organizations will be better equipped to deliver safe, inclusive, and high-quality programs, resulting in stronger athlete development and a more sustainable sport system. The workshops combine practical skill-building with innovative, locally accessible learning opportunities, designed for coaches, officials, volunteers, administrators, and athletes at all levels.

Through this strategy, the Sport Development Workshops create long-term impact by building local expertise, improving program quality, and ensuring every community member with an interest in sport can participate, contribute, and thrive in Fort McMurray Wood Buffalo.

**Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

WBSC staff (program coordinators, Executive Director)

Local volunteers and sport leaders

Accessible community facilities (recreation centres, gyms)

Guest facilitators (coaches, strength & conditioning experts, Indigenous cultural educators)

Sport equipment and training materials

Audiovisual equipment (projectors, microphones, computers)

Online platforms for registration and resource sharing

Marketing and promotion (social media, email newsletters, flyers, posters, community outreach)

Partnerships with local sport organizations, Indigenous groups, and community partners

Administrative resources (printing, office supplies, communication tools)

Transportation support for facilitators or participants, if required

## Project Summary

### Sport Development Workshops

**Activities:** What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)

- NCCP coaching certification sessions
- Non-NCCP professional development sessions for coaches
- Referee/official courses and training
- Strength and conditioning clinics (including advanced techniques)
- Athlete testing and assessment sessions
- Mentorship sessions with experienced coaches and sport leaders
- Indigenous cultural awareness training
- Workshops on social media, marketing, and digital promotion for sport organization
- Resource distribution (training manuals, coaching guides, reference materials)
- Quality Sport Leader certification or similar leadership development programs

**Outputs:** What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

- # of workshops/sessions delivered
- # of participants
- # of organizations/partners engaged
- # of certifications awarded

**Outcomes:** What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

- Increased skills and knowledge among participants.
- Strengthened capacity and leadership within local sport organizations.

## Project Summary

### Sport Development Workshops

#### **What tools will you use to measure the outcomes of the program, project, service or event?**

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

#### **Surveys**

#### **Please provide details of how your program, project, service or event differs from other services being offered in the community.**

The Sport Development Workshops are unique in the community because they provide accessible, locally delivered professional development across multiple sports for coaches, officials, athletes, and sport leaders. Unlike other programs, they combine skill-building, mentorship, leadership development, and inclusive practices in one series, while fostering collaboration and connections across the local sport community.

#### **This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.**

Community Organization or Group	Role
Fuse Social	workshop partner
Indigenous sport council of Alberta	workshop partner
Government of Alberta - SPAR department	workshop partner
Coaches association of Canada	workshop partner



## Project Summary Wood Buffalo Sports Hall of Fame

### Program, Project or Service Name

Wood Buffalo Sports Hall of Fame

### Beginning Date

2026-01-01

### Completion Date

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-12-31

### Location program, project or service will be provided:

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Fort McMurray

**Please complete the following Program/Project or Event Delivery Details.**

### Program, Project, or Event Delivery Information

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## Project Summary Wood Buffalo Sports Hall of Fame

**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications. Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride

**Describe how the proposed program, project, service or event align with these priorities.**

The Sports Hall of Fame celebrates and preserves Northern Alberta's rich sporting history, honoring athletes, teams, and community builders who have contributed to the region's legacy. By showcasing local achievements, memorabilia, and stories, it fosters regional pride and strengthens the community's connection to its heritage. Inducting new members and hosting events encourages residents to reflect on and celebrate their shared culture, inspiring future generations to participate in sport while valuing the region's unique identity and accomplishments.

**In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

### Target Population

Age	Target Population
Children (0-12 years)	0
Youth (13-18 years)	0
Adults	4
Seniors (65+)	0
Families	4
Community	5
Total	13



## Project Summary Wood Buffalo Sports Hall of Fame

**Please identify the equity deserving population the program, project, service or event will serve.**

Other

**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

The Sports Hall of Fame ensures programs and events are accessible and inclusive through our publicly accessible hallway exhibit and our signature event, the Multi Sport Awards Banquet (MSAB), which welcomes community members of all ages and abilities. We recognize there is room to improve accessibility and inclusivity, and the requested funding will help us enhance physical access, expand engagement opportunities, and create more inclusive experiences, ensuring everyone with an interest in Northern Alberta's sporting achievements can connect, celebrate, and be inspired.

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

As Wood Buffalo Sport Connection merges with the Sports Hall of Fame to become Sport Wood Buffalo, we are prioritizing this Truth and Reconciliation call to action. We recognize the need to do better in celebrating Indigenous culture and serving Indigenous communities, and we hope to use this funding to develop a storytelling series on Indigenous athletes from our local communities. This initiative will build on the cultural components already included in our Awards Banquet, providing a meaningful way to honor Indigenous traditions, perspectives, and leadership while supporting reconciliation and community connection.

### Logic Model

**Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

The Sports Hall of Fame plays a vital role in preserving and celebrating the achievements of athletes and sports contributors in our region. However, there is a gap in how the Hall of Fame engages the community, shares stories, and highlights the full diversity of local sport history. Many achievements, particularly from emerging sports, volunteers, and grassroots programs, go unrecognized, which limits the Hall of Fame's ability to inspire, educate, and connect the community.

## Project Summary

### Wood Buffalo Sports Hall of Fame

**Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

The Sports Hall of Fame will address this gap by enhancing its programs, exhibits, and events to more fully celebrate the achievements of athletes, volunteers, and contributors across all levels of sport in our region. This includes expanding storytelling initiatives, developing engaging exhibits, and hosting community-focused events that recognize both historical and contemporary accomplishments. Our approach emphasizes inclusivity, accessibility, and community engagement. By providing platforms for athletes, coaches, volunteers, and organizations to share their stories, we aim to inspire, educate, and connect the community, ensuring that the Sports Hall of Fame remains a vibrant and relevant hub for celebrating sport in the region.

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Evidence shows that celebrating local athletes and sharing their stories builds community pride, inspires participation in sport, and strengthens connections across generations. Research on museums, halls of fame, and community heritage programs indicates that interactive storytelling, engaging exhibits, and inclusive events increase visitor engagement, knowledge retention, and community involvement.

If the Sports Hall of Fame expands its programs, storytelling initiatives, and community events, then the regional community will experience greater awareness and appreciation of local sporting achievements, increased participation in Hall of Fame activities, and strengthened connections between athletes, volunteers, and the broader public.

## Project Summary

### Wood Buffalo Sports Hall of Fame

#### **Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

**Stories and content:** The central resource for our work is the collection of stories from athletes, coaches, volunteers, and community members. These narratives will form the foundation of exhibits, awards, and programs, ensuring the Hall of Fame reflects the rich diversity and history of sport in the region.

**Staff and leadership:** Skilled staff and board members will plan, coordinate, and oversee programs, events, and storytelling initiatives.

**Volunteers:** Community volunteers will help collect stories, support events, guide visitors, and assist with exhibits.

**Venue space:** Our Hall of Fame facilities, including exhibit halls and event spaces, will host storytelling sessions, awards ceremonies, and community engagement activities.

**Technology and equipment:** Computers, audiovisual systems, recording equipment, and software will be used to capture, archive, and present stories digitally and in-person.

**Marketing and communications resources:** Materials and platforms will promote programs and share stories broadly, engaging the community.

**Financial resources:** Funding will support program development, exhibit enhancements, event execution, and the collection and preservation of stories.

**Partnerships and collaborations:** Local sport organizations, schools, and community groups will provide additional stories, expertise, and opportunities for engagement.

#### **Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)**

**Storytelling initiatives:** Collecting and sharing narratives from athletes, coaches, volunteers, and community members through interviews, written profiles, and digital media.

**Exhibit development:** Creating and updating interactive exhibits that highlight athletic achievements, community contributions, and regional sport history.

**Awards Banquet and ceremonies:** Hosting annual events to honour outstanding athletes, volunteers, and contributors, incorporating cultural and community components.

**Digital content creation:** Producing videos, podcasts, and social media content to extend the reach of the Hall of Fame beyond physical visitors and archives.



## Project Summary Wood Buffalo Sports Hall of Fame

**Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.**

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

# of Storytelling initiatives

# of inductees

# of Digital content shared

**Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.**

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

Increased recognition and awareness: Participants will have greater knowledge and appreciation of local athletes, volunteers, and sports history.

Enhanced community engagement: More community members will attend Hall of Fame events, exhibits, and educational programs, fostering a stronger sense of connection and pride in local sport.

Expanded access to sport history: Visitors will experience inclusive and engaging programs that reflect the full diversity of regional sport contributions.

**What tools will you use to measure the outcomes of the program, project, service or event?**

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

Surveys, Interviews, Observation



## Project Summary

### Wood Buffalo Sports Hall of Fame

**Please provide details of how your program, project, service or event differs from other services being offered in the community.**

The Sports Hall of Fame differs from other services in the community by serving as the primary hub for preserving, celebrating, and sharing the full history of sport in our region. Unlike typical sport programs or events that focus on participation or competition, our initiatives highlight achievements across all levels—athletes, coaches, volunteers, and organizations—through storytelling, exhibits, and educational programs.

We uniquely combine community engagement, archival preservation, and public recognition in one space, offering experiences that are both educational and inspirational. By collecting and sharing stories that would otherwise go untold, the Sports Hall of Fame provides a lasting cultural and historical resource that strengthens community pride, connects generations, and promotes ongoing appreciation for sport in the region.

**This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.**



## Project Summary Sport Attraction

### **Program, Project or Service Name**

Sport Attraction

### **Beginning Date**

2026-01-01

### **Completion Date**

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-12-31

### **Location program, project or service will be provided:**

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Fort McMurray

**Please complete the following Program/Project or Event Delivery Details.**

### **Program, Project, or Event Delivery Information**

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**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications. Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride

**Describe how the proposed program, project, service or event align with these priorities.**

The program aligns with community priorities by ensuring sport events are accessible, inclusive, and welcoming for all participants and spectators. Major sport tourism events bring visitors and new business to the region, supporting local hospitality and economy. Through partnerships with community and provincial organizations, we deliver high-quality, engaging events that showcase Northern Alberta's culture, heritage, and regional pride. These events also promote social participation, encouraging residents to attend, volunteer, and engage with sport, fostering stronger community connections and active, healthy lifestyles.

**In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

### Target Population

Age	Target Population
Children (0-12 years)	400
Youth (13-18 years)	2400
Adults	0
Seniors (65+)	0
Families	1200
Community	0
Total	4000



## Project Summary

### Sport Attraction

**Please identify the equity deserving population the program, project, service or event will serve.**

Youth, Seniors, First Nations, Métis, and/or Inuit Peoples, Youth, Seniors, Women and/or girls, People living in rural communities



**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

Sport Wood Buffalo ensures accessibility by requiring and prioritizing accessible venues and planning standards in the events we bid on and support (e.g., accessible entrances, parking, seating, and event wayfinding). We work with local partners and venue operators to include affordability measures, spectator access, and necessary supports for attendees with diverse needs.

That said, some events are specialized (elite competitions or technical championships) and are directed toward particular participants; while these events may not be “for everyone,” we still ensure public aspects—spectator access, information, and community programming tied to the event—meet accessibility standards.

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

Sport hosting provides a unique opportunity to highlight Northern Alberta’s culture and integrate Indigenous perspectives into events. We collaborate with local Indigenous communities and the Indigenous Sport Council of Alberta to weave cultural components—such as traditional games, storytelling, or ceremonies—into our events. This approach celebrates Indigenous heritage, fosters inclusion, and promotes cultural understanding, ensuring that Indigenous communities feel represented and welcomed while providing all participants with an enriched, culturally respectful experience.

## Logic Model

**Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

Northern Alberta faces a gap in access to high-quality sport events, limiting opportunities for local athletes, families, and communities to experience competitions comparable to those in urban centers. Many residents must travel long distances, incurring financial, time, and logistical burdens to participate or spectate. Evidence of this gap comes from community feedback, participation trends, and regional sport surveys, which highlight challenges in accessing competitions, exposure to new sports, and opportunities for local economic and social engagement. Hosting major sport events locally addresses these barriers and strengthens regional sport participation and community pride.

**Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

The program addresses the gap by bringing major sport events and competitions directly to Northern Alberta, reducing the need for residents to travel to urban centers. By hosting locally, we increase access to high-quality sport experiences, showcase new sports, and create opportunities for community engagement. Collaborating with local sport organizations, Indigenous partners, and regional stakeholders ensures events are inclusive, culturally relevant, and logically supported, maximizing participation and economic impact while fostering regional pride and long-term sport development.

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Research and experience show that hosting major sport events locally increases participation, engagement, and community exposure. If Sport Wood Buffalo hosts high-quality sport competitions and activations in Northern Alberta, then residents, athletes, and families will have greater access to sport opportunities, reduced travel burdens, and increased community engagement. Evidence from regional sport studies and previous events demonstrates that locally hosted competitions boost economic activity, strengthen partnerships, and inspire ongoing participation, while culturally integrated events enhance inclusion, representation, and community pride. This strategy has been successfully applied in similar Northern communities, confirming its effectiveness in achieving these outcomes.

**Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

Staff time: event coordination, administration, and volunteer management

Volunteers: on-site support, officiating, and participant assistance

Venue space: arenas, fields, gyms, and multipurpose facilities

Equipment and supplies: sport-specific gear, signage, and safety equipment

Marketing and promotion: social media, print materials, and community outreach

Technology: registration systems, timing/scorekeeping, and communication tools

Partnerships: collaboration with local sport organizations, Indigenous partners, and regional stakeholders

Hospitality and accommodations: coordination with local businesses to support visiting participants and officials

**Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)**

Hosting major sport events and competitions in Northern Alberta  
Bid and resource development for future sport events, including supporting host and bid committees  
Knowledge transfer and documentation to build capacity for future event hosting  
Stakeholder engagement and partnerships with local and provincial sport organizations  
Event marketing and promotion to attract participants, spectators, and visiting teams  
FAM (familiarization) tours for potential event organizers and partners  
Bid tours to showcase venues and local resources for future event opportunities  
Development of Sport Tourism Strategic Plan

**Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.**

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

# of major sport events hosted in the region  
# of FAM and bid tours conducted  
# of stakeholder or partnership meetings held  
# of bids submitted for future sport events  
# of participants, teams, and spectators engaged at events  
Direct economic impact report from events hosted in the region showing the Return of investment on event hosting.

**Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.**

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

Growth in future event opportunities as demonstrated by successful FAM and bid tours, increased bids submitted, and stronger collaborations with provincial and national sport organizations.

Increased capacity for local and regional sport organizations to host high-quality events through knowledge transfer, bid support, and partnership development.

## Project Summary Sport Attraction

### What tools will you use to measure the outcomes of the program, project, service or event?

**Note:** If your organization is approved for funding, copies of the measurement tools selected will be requested.

Surveys, Interviews, Observation, Other:

#### Other:

Economic impact calculators

### Please provide details of how your program, project, service or event differs from other services being offered in the community.

This program differs from other services in the community because it focuses on bringing major sport events directly to Northern Alberta while simultaneously building local capacity to host future events. Unlike standard sport programs that focus on participation or training, this initiative combines event delivery, bid development, FAM and bid tours, and knowledge transfer to create a sustainable sport hosting ecosystem. Having invested in local infrastructure, now is the time to invest in sport development through sport tourism, generating economic, social, and sport development impacts while ensuring events are high-quality, inclusive, and culturally relevant.

### This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.

Community Organization or Group	Role
Fort McMurray Wood Buffalo Economic Development and Tourism	Funding Partner
Wood Buffalo Sport Tourism Advisory Committee	Advisor partners
Local Sport Organizations	Bid partner / bid committee partner / host committee parnter



## Project Summary

### Athlete Performance Lab

**Program, Project or Service Name**

Athlete Performance Lab

**Beginning Date**

2026-01-01

**Completion Date**

Note: The term of the grant is January 1 - December 31, 2026. The program, project, service or event and all expenditures must occur during this term.

2026-12-31

**Location program, project or service will be provided:**

Note: If the grant is approved, the communities served will be included in the Grant Agreement and data collection from all communities will be required.

Do not select the rural community if the service is provided to the clients from rural communities through the urban service area.

Fort McMurray

**Please complete the following Program/Project or Event Delivery Details.****Program, Project, or Event Delivery Information**

## Project Summary

### Athlete Performance Lab

**Council approved seven funding priorities. Please indicate which funding priority/priorities are applicable to this application.**

Please select at least 3 funding priorities for the Community Sustaining and Subsidiary Grant applications.  
Please select at least 1 funding priority for the Community Impact Grant (Community Programs and Projects or Community Events) application.

- Community support services and wellness
- Accessibility, inclusion and belonging
- Hosting events/new business and visitors
- Partnership and collaboration
- Rural and Indigenous Communities and Relationships
- Social participation
- Value of culture, heritage and regional pride

**Describe how the proposed program, project, service or event align with these priorities.**

The Athlete Performance Lab enhances social participation by providing athletes ages 11 and up access to local testing, training, and wellness resources, reducing the need to travel for development opportunities. It fosters partnership and collaboration by working with coaches, sport organizations, and health professionals to strengthen athlete development. The Lab also promotes community wellness by encouraging safe, evidence-based training practices that support both physical and mental well-being across the region.

**In the table below, please identify the total number of unique participants that you anticipate will access the funded program, project, service or event.**

#### Target Population

Age	Target Population
Children (0-12 years)	20
Youth (13-18 years)	50
Adults	5
Seniors (65+)	0
Families	0
Community	0
Total	75



## Project Summary Athlete Performance Lab

**Please identify the equity deserving population the program, project, service or event will serve.**

Youth, Youth, Women and/or girls



## Project Summary Athlete Performance Lab

**How does your organization ensure that its programs, projects, services or events are accessible and inclusive for anyone who has an interest? Please share examples and success stories of accessibility and inclusivity.**

Sport Wood Buffalo ensures accessibility and inclusivity in the Athlete Performance Lab by offering affordable, community-based access to sport science resources typically only available in larger cities. The Lab serves athletes ages 11+ from a range of sports and abilities, reducing financial barriers and supporting equitable development opportunities. Through partnerships with local coaches and schools, we've helped youth gain confidence, improve performance, and access tools that enhance their overall sport experience.

**If applicable, please explain how your program, project, service or event celebrates Indigenous culture, serves Indigenous communities and/or promotes Indigenous healing, language, cultural restoration, or reconciliation.**

While the Athlete Performance Lab is not an Indigenous-specific program, Sport Wood Buffalo is committed to advancing reconciliation through inclusion and relationship-building. We actively engage Indigenous athletes and coaches by ensuring equitable access to the Lab's testing and training services. As we grow, we aim to collaborate with Indigenous sport leaders to integrate cultural understanding and create pathways for Indigenous youth to participate in high-performance sport opportunities close to home.

### Logic Model

**Statement of Need: What social problem or gap do you hope to address by delivering the program, project, service or event? What evidence do you have that this problem or gap exists?**

Since the Alberta Sport Development Centre – Northeast lost its provincial funding in 2020, there has been no comparable program or service available in our region. This has left a significant gap in athlete development and access to sport science resources. The Athlete Performance Lab will address this need by offering local, evidence-based testing and training services. We also plan to collaborate with the Government of Alberta to host sport science sessions for Team Alberta athletes through the Lab.

## Project Summary

### Athlete Performance Lab

**Broad Strategy: How will the program, project, service or event address the social problem? (e.g., What approach are you taking that you hope will lead your program, project, service or event to support the social problem?)**

The Athlete Performance Lab addresses the gap in local athlete development through a holistic approach that integrates testing, training, and performance monitoring with a long-term athlete development plan. Athletes ages 11+ will have access to the full range of sport science services—strength and conditioning, biomechanics, nutrition, and mental skills—ensuring well-rounded development. By providing these services locally and partnering with coaches, schools, and sport organizations, we reduce travel and financial barriers, support high-performance outcomes, and strengthen athlete pathways across the region.

**Rationale: What evidence or research do we have that this strategy will work? To demonstrate for example, "If [my organization] does 'x' program, project, service or event, then [this] change will happen for the target population."**

Research shows that athletes who have access to comprehensive sport science services—covering physical testing, training, nutrition, and mental skills—experience improved performance, reduced injury risk, and greater long-term development. If Sport Wood Buffalo delivers a holistic Athlete Performance Lab with integrated support for athletes ages 11+, then participants will develop more effectively, achieve higher performance outcomes, and remain engaged in sport locally, reducing the need for families to travel to larger centers for specialized services

## Project Summary

### Athlete Performance Lab

**Inputs: What resources will be invested to achieve your goal? (e.g., staff labour, venue space, volunteers, computers, etc.)**

- Staff
- Contractors/consultants
- Venue/facilities
- Equipment/technology
- Volunteers
- Partnerships
- Financial resources
- Swag
- Marketing/communications
- Educational materials
- Data management systems
- Transportation
- Nutrition/refreshments

**Activities: What activities make up the program, project, service or event? (e.g., workshops, mentorship sessions, etc.)**

- Athlete assessments and testing: Physical, mental, and skill-based evaluations for athletes ages 11+
- Individualized training programs: Strength, conditioning, and sport-specific development plans
- Workshops and seminars: Education on nutrition, mental performance, injury prevention, and recovery
- Coach mentorship sessions: Support for local coaches to apply sport science principles in training
- Data tracking and analysis: Monitoring athlete progress and performance over time
- Team Alberta sessions: Sport science support for provincial-level athletes in collaboration with the Government of Alberta
- Collaborative sessions with partners: Integration with schools, sport organizations, and health professionals

## Project Summary Athlete Performance Lab

**Outputs: What do you deliver? (e.g., # of total participants trained, # of organizations, # of sessions, # of events, etc.). Note, each activity should have outputs.**

Note: If the program, project, service or event is approved, your outputs may be included in the Grant Agreement and data collection on the outputs is required.

# of athletes in the programs  
# of sports represented  
# of training sessions  
# of collaborative partners

**Outcomes: What change do you want to see for the participants by running your program, project, service or event? Organizations are required to identify at least one outcome, that will be measured through the grant period, should the application be approved.**

Note: If the program, project, service or event is approved, your outcomes will be included in the Grant Agreement and data collection on the outcomes is required.

Improved athlete performance  
Increased engagement in local sport development  
Enhanced knowledge and capacity for coaches and organizations:

**What tools will you use to measure the outcomes of the program, project, service or event?**

Note: If your organization is approved for funding, copies of the measurement tools selected will be requested.

Surveys, Observation, Other:

Other:

Data collected for athlete development



## Project Summary Athlete Performance Lab

**Please provide details of how your program, project, service or event differs from other services being offered in the community.**

The Athlete Performance Lab differs from other services in the region by providing a holistic, evidence-based approach to athlete development for ages 11+. Unlike standard training programs, it integrates sport science testing, individualized training, nutrition, mental performance, and coach mentorship all in one accessible location. This comprehensive model reduces travel and financial barriers, ensures long-term athlete development, and strengthens local sport capacity, offering services not otherwise available in Fort McMurray or surrounding areas.

**This grant is intended to promote an allied social profit sector within the Municipality. List the community groups or organizations that will be actively involved in the program, project, service or event delivery.**

Community Organization or Group	Role
Local Sport Organizations	Participants
Seed and Sprout	Sport Dietician
Natalie Doucette	Sport Psychologist
Canadian Sport Institute network	Program resource development and support

ADVOCACY MASTER BUDGET: ADVOCACY		
Revenue	Budget	NOTES
Grants	10,000	
sponsorship & partnership	10,500	
<b>Total</b>	<b>20,500</b>	
Expenses		NOTES
Research company	15,000	
Community engagement	2500	
Travel	2500	
printing	500	
<b>Total Budget</b>	<b>20,500</b>	
<b>Variance</b>	<b>0</b>	

Athlete Performance Lab MASTER BUDGET: PROGRAM		
Revenue	Budget	NOTES
Grants	32,500	
Team Alberta	2,500	GOA Service Grant
Sponsorship	10,000	
registration fee	12,500	\$250 for the year
<b>Total</b>	<b>57,500</b>	
Expenses		NOTES
Contractors	12000	
Facility rental	34500	
Athlete testing	5000	
Swag	5000	
Nutrition snacks	1000	
<b>Total Budget</b>	<b>57500</b>	
<b>Variance</b>	<b>0</b>	

**Girls with Grit Mini Summits**  
**MASTER BUDGET: PROGRAM**

Revenue	Budget	NOTES
Grants	13200	registration fees are often a barrier so the program would have to be fully covered
<b>Total</b>	<b>13200</b>	
Expenses	Budget	NOTES
Coaches	1200	
Venue Fee	4500	
Equipment	1000	
Insurance		
Travel	2500	Travel to rural areas
Food	2000	
Welcome Packages	2000	
<b>Total Budget</b>	<b>13200</b>	
<b>Variance</b>	<b>0</b>	

## GIRLS WITH GRIT SPORT SUMMIT MASTER BUDGET: EVENT

Revenue		
Item	Budget	Notes
Registration Fees	7,500.00	\$50 x 150 participants
Grants	10,000.00	
Gift in Kind	8,000	
Sponsorship	27,000	Title \$7,500 (1) Gold \$5000 (2) Silver \$2500 (3) Bronze \$500(4)
<b>Total</b>	<b>52,500.00</b>	
Expenses		
Venue	\$8,000.00	
Food	\$8,000.00	
Photographer	\$1,500.00	
Team building Supplies	\$500	
welcome packages	\$2,500.00	
Hotel rooms	\$1,000.00	
Transportation	\$9,000.00	Fort Chip Charter
Internal Bussing	\$6,000.00	
T-shirts	\$5,000.00	
Insurance	\$500.00	
Signage	\$500.00	
Guest ambassador	\$5,000.00	
<b>Total</b>	<b>\$47,000.00</b>	
<b>PROFIT / LOSS</b>	<b>5,500.00</b>	

Multi Sport Awards Budget		
Revenue	Budgeted	Notes
Ticket Sales	\$11,400	\$100 per ticket @ 114 tickets available
Sponsorship	\$25,000	
50/50	\$500	
Silent Auction	\$5,000	
BarService	\$1500	
<b>TOTAL</b>	<b>\$43,400</b>	
Expenses	Budgeted	Notes
Venue	\$6,000	
catering	\$10,750	
Decor	\$5,000	
Lights and Sound	\$4,500	
Audio / Visual	\$2,550	
Guest speaker	\$10,000	
Signage	\$500	
Photographer	\$2,500	
Service Fee's	\$500	
Elder	\$565	
Bag pipes	\$500	
Event Planner	\$4,337	
<b>TOTAL</b>	<b>\$47,702</b>	

Rural Sport Development MASTER BUDGET: ADVOCACY		
Revenue	Budget	NOTES
Grants	10,000	
sponsorship	5,300	
<b>Total</b>	<b>15,300</b>	
Expenses		NOTES
Advisory Meetings	1,000	Facility booking, snacks
Coach Development	5000	Run, Jump Throw, Wheel & indigenous Sport Module , making headway, taping clinic, Arctic and Dene Games training
Travel	5800	
Admin Support for league development	1000	
mentorship fee's	2500	
<b>Total Budget</b>	<b>15,300</b>	
<b>Variance</b>	<b>0</b>	

<b>REVENUE</b>		
FMWBEDT	\$150,000	
<b>TOTAL</b>		
	<b>\$150,000</b>	
<b>EXPENSES</b>		
Staffing	\$74,300	
<b>s.20(1)</b>	<b>s.20(1)</b>	working hours
Liabilities	<b>s.20(1)</b>	CPP, EI
<b>Hosting Incentives</b>	<b>\$35,000</b>	This will be used to help attract events based on identified need- this budget increases as revenue from event hosting increases
Bid Fees	\$15,000	
Fam Tours	\$10,000	
Bid Tours	\$10,000	Bid tours are sometimes a bid requirement to bring the event rights holder to tour the region
<b>Sport Hosting Initiatives</b>	<b>\$9,000</b>	This will be used to enhance event experience with things like local unique give-aways, survey incentives
Event Signage	\$500	Pull up banners and signs to be used at each event
Welcome Package	\$3,500	A unique package to represent our region
Medal Ceremony Package	\$5,000	Branded backdrop and podium to be at events
<b>Marketing</b>	<b>\$5,500</b>	
Photographer	\$3,500	On location at 8+ events
Digital Signage	\$2,000	

<b>Travel</b>	<b>\$17,000</b>	This will be for staff to attend sport attraction conferences or to organize local tours with event rights holders
SEC Conference	\$6,000	2 People travel and conference fee
SPoHOX	\$6,000	2 People
Prospective Events	\$5,000	When we are awarded events it often includes the requirement to attend the event the year before to observe
<b>Sport Strategic Plan</b>	<b>\$9,200</b>	
Design Fee	\$2,000	
Consultant Fee	\$7,200	An update to the current council approved Sport Strategic Plan expiring in 2026
<b>Total Expenses</b>	<b>s.20(1)</b>	
Variance	\$0	

Sport Development workshop BUDGET: PROGRAM		
Revenue	Budget	NOTES
Grants	9,800	
Registration	17,500	
sponsorship	5,000	
<b>Total</b>	<b>32,300</b>	
Expenses		NOTES
Contractors	15,000	\$2500 per session - 6 sessions in a year
Travel	6000	\$2000 per contractor - 3 special guests
Venue Fee	4800	Facility rentals ( based on \$400 rental per session)
Advertising	250	Facebook Ads
Printing	250	materials
Snacks	6000	\$100 per session for snacks
<b>Total Budget</b>	<b>32,300</b>	
<b>Variance</b>	<b>0</b>	

SPORT PASSPORT PROGRAM MASTER BUDGET: PROGRAM		
Revenue	Budget	NOTES
Grants	77,010	
Registration	21,750	
sponsorship	15,000	
<b>Total</b>	<b>113,760</b>	
Expenses		NOTES
Coaches	26,000	
Admin Fee	10560	Staff Planning at 5 hours per week x 24 program weeks plus delivery of sessions
Venue Fee	7200	Facility rentals
Equipment	5000	Equipment to run rural programs.
Advertising	500	Facebook Ads
Printing	500	Certificates, Passport Booklets
SWAG	5000	\$500 per program for the year
Snacks	1000	Healthy snacks for program participants in Rural communities
Transportation	58,000	This includes charters to Fort Chip and mileage to Janiver.
<b>Total Budget</b>	<b>113,760</b>	
<b>Variance</b>	<b>0</b>	

TRY IT EVENTS MASTER		
Revenue	Budget	
Grants	8500	
Sponsorship	3,000	
<b>Total</b>	<b>11500</b>	
Expenses		NOTES
Coaches	800	\$200 per event- 4 events total
Venue Fee	480	Budget \$120 for two hour event x 4 events
Equipment/Supplies	2000	New equipment for new programs (ex.tennis)
PSO Travel & Support	7500	
Advertising	500	
<b>Total Budget</b>	<b>11280</b>	
<b>Variance</b>	<b>220</b>	

Wood Buffalo Sports Hall of Fame MASTER BUDGET: PROGRAM		
Revenue	Budget	NOTES
Grants	6,040	
Sponsorship	5,000	
<b>Total</b>	<b>11,040</b>	
Expenses		NOTES
Framed Print	6,090	
Plaques	1700	
Multi Sport Awards	2250	\$150 per award
		Hanging in of material into Sports hall of fame
Contractor	1000	
<b>Total Budget</b>	<b>11,040</b>	
<b>Variance</b>	<b>0</b>	



## Letter of Support and Partnership for Northern Alberta Sport Advocacy Project

October 9, 2025

On behalf of the Grande Prairie Regional Sport Connection, I am pleased to express our strong support and commitment to partnering with the Wood Buffalo Sport Connection in the implementation of the Northern Alberta Sport Advocacy Project. This initiative aligns directly with our shared mission to ensure equitable access to sport opportunities and reduce participation barriers for families and sport organizations throughout Northern Alberta.

We are committed to working collaboratively with the Wood Buffalo Sport Connection to ensure the success of this project. We recognize the pressing need to better understand the financial, travel, and time-related barriers that prevent Northern Alberta residents from accessing sport opportunities comparable to those in larger urban centres. As a non-profit organization that supports numerous sport clubs and leagues across our region, we understand these challenges first-hand.

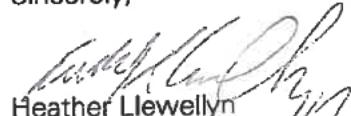
While this is a **new partnership**, we believe it is a natural and strategic fit. Our complementary strengths—Wood Buffalo Sport Connection's expertise in community sport delivery and advocacy and the Grande Prairie Regional Sport Connection's regional connections and detailed understanding of local sport organizations—position us well to deliver this project collaboratively and effectively.

As a committed partner, the Grande Prairie Regional Sport Connection will contribute to the project in the following ways:

- **Roles and Responsibilities:** We will support community engagement, assist with participant outreach, provide insights on regional sport participation and collaborate on data collection and analysis.
- **Resources Committed:** This includes staff time, access to our local networks and facilities and in-kind support for consultation sessions and outreach initiatives.

We look forward to collaborating on this important initiative and are confident it will provide valuable insights to improve access and equity in sport across Northern Alberta.

Sincerely,



Heather Llewellyn  
Executive Director  
Grande Prairie Regional Sport Connection  
780-882-7340  
[heather@gpsportconnect.ca](mailto:heather@gpsportconnect.ca)  
[www.gpsportconnect.ca](http://www.gpsportconnect.ca)



**InMotion Network**

[www.inmotionnetwork.org](http://www.inmotionnetwork.org)

October 10, 2025

**Subject: Letter of Reference for Wood Buffalo Sport Connection**

To whom it may concern,

I wish to express InMotion Network's support and appreciation for Wood Buffalo Sport Connection's (WBSC) continued work in the region to support, develop and evolve projects that target women and girls to participate in all levels of sport, physical activity and recreation.

The InMotion Network (IMN) works in partnership to support, promote and facilitate opportunities for girls and women to participate in sport, physical activity and recreation, as leaders, coaches, officials, athletes, participants and administrators. We are the only organization dedicated exclusively to the sport, physical activity and recreation needs of those who identify as girls and women of all ages in the province of Alberta. IMN currently offers program funding, education and resources to support our mission and vision.

Over the past two years, we have appreciated WBSC's role and expertise on our Leadership Team for InMotion Networks Systemic Change Project - Increasing the Diversity of Women in Coaching and Officiating in Alberta's Sport System. We know that each community is unique and we appreciate learning how to best support girls and women's participation in sport and physical activity in the Wood Buffalo region. Collaborations like these have helped to renew partnerships and projects that had been lost in early 2020. InMotion Network is excited to continue to support WBSC's projects and continue to renew and support relationships with rural Alberta.

It is our pleasure to support the Wood Buffalo Sport Council's work, which will help to ensure/create opportunities for girls and women to participate in their region.

Kind regards,

Lindsay Wright (she/her)  
Executive Director, InMotion Network  
11759 Groat Road  
Edmonton, AB T5M 3K6



To Whom It May Concern,

We are pleased to confirm the ongoing and growing partnership between **St. Aidan's Society** and **Wood Buffalo Sport Connection** in our shared commitment to supporting the health and wellbeing of older adults in the Wood Buffalo region.

Our collaboration is rooted in mutual respect, aligned goals, and a belief in the power of community-driven initiatives to create lasting impact. Together, we have successfully co-developed and delivered the Passport to Wellness program, an innovative initiative designed to promote physical activity, social engagement, and healthy aging for seniors. The pilot phase was highly successful, and we are now jointly launching a new iteration of the program based on strong community demand and evidence based outcomes.

Beyond this initiative, our organizations have also partnered on larger strategic opportunities, including co-chairing the original committee that led to a successful bid for the 2027 55+ Games. As planning partners for this major event, we remain committed to ensuring that it reflects the values of inclusivity, wellness, and active aging.

Our partnership is built on continuous collaboration, and we regularly seek ways to align our efforts to better serve seniors in our community. Whether through program delivery, strategic planning, or volunteer engagement, we remain focused on enhancing the lives of older adults and creating opportunities for them to thrive.

We value this partnership deeply and look forward to continued collaboration that strengthens both of our organizations and the community we serve.

Sincerely,

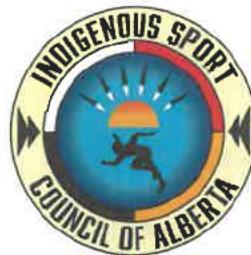
A handwritten signature in black ink that appears to read "Luana Bussieres".

Luana Bussieres  
Executive Director  
St. Aidan's Society

A handwritten signature in black ink that appears to read "Karly Anderson".

Karly Anderson  
Executive Director  
Wood Buffalo Sport Connection

Indigenous Sports Council of Alberta  
6768 75 Street  
Edmonton, AB T6E 6T9



To Whom It May Concern,

The Indigenous Sport Council of Alberta (ISCA) is pleased to provide this letter of support for Sport Wood Buffalo and their continued efforts to strengthen sport development across the region. ISCA values our growing partnership with Sport Wood Buffalo as we work together to enhance access to sport and build capacity within rural and Indigenous communities.

Together, we are committed to advancing coaching development initiatives that empower local leaders and create sustainable opportunities for athletes of all ages and abilities. ISCA is proud to support Sport Wood Buffalo by contributing to their Rural Sport Advisory Committee, where our shared perspectives will help guide inclusive sport programming and foster long-term community growth.

In addition, ISCA will collaborate with Sport Wood Buffalo to identify and pursue funding opportunities that support these shared priorities, ensuring that meaningful and lasting sport programming continues to thrive throughout the region.

We look forward to continuing this strong partnership to bring more culturally relevant, accessible, and high-quality sport opportunities to the Wood Buffalo region and its surrounding rural communities.

Sincerely,

*Jaclyn Guenette*

Jaclyn Guenette  
Executive Director  
Indigenous Sports Council of Alberta



October 14 2025

Community Investment Program  
Regional Municipality of Wood Buffalo  
9909 Franklin Avenue  
Fort McMurray, AB T9H 2K4

**Re: Letter of Support for Wood Buffalo Sport Connection – CIP Sustaining Grant Application**

To Whom It May Concern,

On behalf of KidSport Wood Buffalo, I am pleased to provide this letter of support for Wood Buffalo Sport Connection (WBSC) in their application for Community Investment Program (CIP) Sustaining Funding.

KidSport and WBSC share a common goal — to make sport accessible and inclusive for all children and families in our region. Through their collaborative approach, WBSC brings local sport organizations together to strengthen sport delivery, reduce barriers to participation, and ensure that opportunities are available to athletes of all ages and abilities.

WBSC's continued efforts in advocacy, data collection, and community engagement play a crucial role in identifying gaps, supporting local organizations, and guiding the strategic development of sport in Wood Buffalo. Their commitment to uniting sport organizations and amplifying the voice of sport aligns closely with KidSport's mission of ensuring that *no kid is left on the sidelines*.

We fully support WBSC's request for sustaining funding, as their leadership and programs directly contribute to the growth, coordination, and inclusivity of sport across our region. Continued investment in WBSC will ensure the long-term success and sustainability of sport within our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Darcy Campbell".

**Darcy Campbell**  
**Executive Director**  
**KidSport Wood Buffalo**  
[woodbuffalo@kidsport.ab.ca](mailto:woodbuffalo@kidsport.ab.ca)



Community Investment Program  
Regional Municipality of Wood Buffalo  
9909 Franklin Avenue  
Fort McMurray, AB T9H 2K4

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**Re: Letter of Support for Wood Buffalo Sport Connection – CIP Sustaining Grant Application**

To Whom It May Concern,

On behalf of Premier Academy, I am pleased to provide this letter of support for Wood Buffalo Sport Connection (WBSC) in their application for Community Investment Program (CIP) Sustaining Funding.

WBSC plays a vital role in advancing sport development across the Wood Buffalo region. Through their collaborative approach, they bring local sport organizations together to share resources, identify community needs, and collectively strengthen the sport system. Their programs, such as the Multi Sport Passport, Sport development workshops, multi sport awards banquet, Girls with Grit, sportFEST, Newcomer community sport tours and Try It days, help promote accessibility, inclusivity, and engagement in sport for residents of all ages and abilities.

Premier Academy recognizes the important advocacy work that WBSC leads on behalf of the sport community. Through their ongoing data collection and engagement with local sport organizations, WBSC provides valuable insight into community needs, participation trends, and resource gaps. This information guides the strategic development of sport in our region and ensures that decisions are informed, collaborative, and focused on building a stronger, more inclusive sport system for all.

We fully support WBSC's request for CIP Sustaining Funding. Continued investment in their work ensures that the foundation for sport development remains strong, coordinated, and inclusive for all within Fort McMurray Wood Buffalo.

Thank you for considering this important application.

Sincerely,

**Kierra Pelz**  
**Owner**  
**Premier Academy Fort McMurray**  
**[kierra@premieracademy.ca](mailto:kierra@premieracademy.ca)**

FORT MCMURRAY  
WOOD BUFFALO

**ECONOMIC  
DEVELOPMENT  
& TOURISM**

October 10, 2025

To Whom it May Concern,

**Subject: Letter of Support and Partnership for CIP Application**

On behalf of Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT), I am pleased to express our strong support and commitment to partnering with Wood Buffalo Sport Connection (WBSC) to deliver the region's Sport Attraction mandate. This initiative aligns with our shared mission to grow our region's economy.

We are committed to working collaboratively with the WBSC to ensure the project's success. We recognize the opportunity to grow sport tourism in our community.

While this is a new partnership, we believe it is a natural and strategic fit. As FMWBEDT is the region's Destination Management Organization for tourism and with WBSC's knowledge and reputation with the region's sport industry, our complementary strengths position us well to attract sport events to our region collaboratively and effectively.

As a committed partner, FMWBEDT will contribute to the project by providing funding to WBSC to deliver sport attraction activities such as developing and assisting in bids to attract sport events, generate economic impact reports for sport events in the region, engage in marketing and brand promotion of FMWB, and provide sufficient reporting.

For any further information or clarification, please contact:

Lisa Sweet  
Interim CEO  
Fort McMurray Wood Buffalo Economic Development & Tourism  
Phone: 780-531-1965  
Email : [Lisa.Sweet@fmwb.ca](mailto:Lisa.Sweet@fmwb.ca)

We are excited to partner with WBSC on sport tourism initiatives for the region and are confident in the positive impact it will have on our community.

Sincerely,



Lisa Sweet  
Interim CEO  
Fort McMurray Wood Buffalo Economic Development & Tourism

# Wood Buffalo Sports Hall of Fame

## Honouring the history of sport in the Regional Municipality of Wood Buffalo



**October 6, 2025**

**To Whom It May Concern,**

On behalf of the Wood Buffalo Sports Hall of Fame I am pleased to offer our full support to the Wood Buffalo Sports Connection in its application for Community Investment Program Funding.

Following a thoughtful and strategic review of the sport society landscape in our region, we made the decision to merge the Wood Buffalo Sport Hall of Fame into the broader framework of the Wood Buffalo Sports Connection. This integration represents a forward-thinking approach that aligns with the evolving needs of our community and enhances our collective ability to serve athletes, volunteers, and sport leaders across generations.

Together, our organizations are uniquely positioned to address the **full spectrum of sport recognition and development:**

- **Past:** Honouring the legacy and achievements of those who have shaped sport in Wood Buffalo.
- **Present:** Supporting current athletes, coaches, and programs through collaboration and shared resources.
- **Future:** Building a sustainable and inclusive sport ecosystem that inspires the next generation.

We believe this grant will empower the Wood Buffalo Sports Connection to continue its vital work in promoting excellence, fostering community engagement, and preserving the rich history of sport in our region.

We look forward to working alongside the Sports Connection to ensure that sport continues to thrive in Wood Buffalo—for everyone.

Sincerely,

**Matt Pate**  
Chair  
Wood Buffalo Sports Hall of Fame  
(780)880-1311

Community Investment Program  
Regional Municipality of Wood Buffalo  
9909 Franklin Avenue  
Fort McMurray, AB T9H 2K4

**Re: Letter of Support for Wood Buffalo Sport Connection – CIP Sustaining Grant Application**

To Whom It May Concern,

On behalf of Wahkohtowin Sports Circle, I am pleased to provide this letter of support for Wood Buffalo Sport Connection (WBSC) in their application for Community Investment Program (CIP) Sustaining Funding.

WBSC plays a vital role in advancing sport development across the Wood Buffalo region. Through their collaborative approach, they bring local sport organizations together to share resources, identify community needs, and collectively strengthen the sport system. Their programs, such as the Multi Sport Passport, Sport development workshops, multi sport awards banquet, Girls with Grit, sportFEST, Newcomer community sport tours and Try It days, help promote accessibility, inclusivity, and engagement in sport for residents of all ages and abilities.

Our organization recognizes the important advocacy work that WBSC leads on behalf of the sport community. Through their ongoing data collection and engagement with local sport organizations, WBSC provides valuable insight into community needs, participation trends, and resource gaps. This information guides the strategic development of sport in our region and ensures that decisions are informed, collaborative, and focused on building a stronger, more inclusive sport system for all.

We fully support WBSC's request for CIP Sustaining Funding. Continued investment in their work ensures that the foundation for sport development remains strong, coordinated, and inclusive for all within Fort McMurray Wood Buffalo.

Thank you for considering this important application.

Sincerely,

**Kelly Tole**  
**Director/Treasurer**  
**Wahkohtowin Sports Circle**  
[wahkohtwinsportscircle@outlook.com](mailto:wahkohtwinsportscircle@outlook.com)



## Public Engagement

chantal.beaver@keyano.ca



587-646-3346



8115 Franklin Avenue  
Fort McMurray, AB T9H 2H7



Keyano.ca



Date: 2025-10-12

To Whom It May Concern:

On behalf of Keyano College, we are pleased to support Wood Buffalo Sport Connect (WBSC) in its application for funding from the RMWB Community Investment Program.

Our partnership with WBSC has provided valuable experiences for our Huskies student-athletes, who have had the opportunity to volunteer, mentor, and act as leaders within the community through various WBSC programs and events. These experiences allow our athletes to give back, build leadership skills, and contribute to the broader growth of sport in the region.

Keyano College Huskies Athletics values our ongoing relationship with WBSC and fully supports their application for sustaining funding. Continued investment in WBSC will help strengthen the foundation of sport in our region and ensure that collaboration, accessibility, and leadership in sport continue to thrive.

Sincerely,

Sincerely,

A blue ink signature of the name 'Chantal Beaver'.

Chantal Beaver

Associate Vice President, Public Engagement

A blue ink signature of the name 'Jeremy Wielenga'.

Jeremy Wielenga (Oct 13, 2025 15:00:06 MDT)

Jeremy Wielenga

General Manager, Huskies Athletics

# STRATEGIC PLAN

2024 - 2026



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- 4 Values**
- 5 Our Journey**
- 6 Priorities**
- 7 Fiscal Management**
- 8 Organizational System**
- Sustainability**
- 9 Service Delivery**

# WHO WE ARE



Incorporated on June 5, 2017, the Wood Buffalo Sport Connection (WBSC) is a non-profit society dedicated to sport development in Fort McMurray Wood Buffalo and is aligned with the 2016-2026 Fort McMurray & Wood Buffalo Region Sport Strategic Plan. The WBSC was created through the support of legacy funds generated from the 2015 Western Canada Summer Games and administered through the RMWB Community Investment Program.

# VISION

A future where sport is essential and honoured in the development of Fort McMurray Wood Buffalo.

# MISSION

To enhance, unite, and celebrate community through sport.

# OUR VALUES



Develop a culture and system of ethical principles in sport while promoting integrity for all involved.

**FAIR PLAY  
and  
RESPECT**

**ACCESSIBILITY  
and  
INCLUSIVITY**

Remove barriers and create equal opportunity sport programs, services, and events in the region.

Highlight and support outstanding individuals and groups that make a difference in the region for sport.

**RECOGNITION  
and  
ADVOCACY**

# OUR JOURNEY

Since its inception, the WBSC has welcomed a variety of hard working, community minded, and sport focused volunteer board members who truly believe in the power of sport development in the region. The Board of Directors includes 2 non-voting members from both the Regional Municipality of Wood Buffalo and Fort McMurray Wood Buffalo Economic Development & Tourism to ensure alignment and collaboration.

The founding board members created a model closely linked with both the Sport Strategic Plan and other sport development programs in Alberta. As the organization grew, the board transitioned from a Field of Play model (aligning similar sport organizations and user groups under common goals and objectives: ice, court, field, aquatic, etc.) to a 3-pillar model focusing on broader sectors of sport development to better serve the community. The 3 pillars outlined the priorities under the following key focus areas: 1) sport development, 2) sport information hub, and 3) sport advocacy. Each program currently offered by the WBSC is still aligned with these areas of focus.

Based on the evolving needs of the community, the 2023 Board of Directors have worked to develop the 2024 – 2026 WBSC Strategic Plan which will enhance the mission, vision, and values of the organization. The updated plan will provide direction to ensure fiscal management of the society, organizational sustainability, and a refocused service model. The new service model incorporates the previous organizational pillars while strengthening and shifting focus to honouring the past, engaging the present, and inspiring the future to support sport development in Fort McMurray Wood Buffalo.



# OUR PRIORITIES

1

Fiscal  
Management

2

Organizational  
System  
Sustainability

3

Service  
Delivery

1

## Fiscal Management



Confirm sustainable funding sources



Reduce organizational exposure to financial risk

WBSC is committed to being fiscally responsible by developing a sustainable system based on accountability. The development of an operational budget and financial plan for the next three years will be executed while delivering quality programs and services with a focus on operational efficiencies.

### OBJECTIVE      GOALS      TIMELINE

#### Future Funding

Develop 3+ year sustainable funding stream.

6 months

#### Program and Service Sustainability

Using grant databases, apply for funding to support sport programs, events and services.

12-18 months

# Organizational System Sustainability

Create a culture based on accountability and stewardship with a focus on responsible management and measurable outcomes to create a positive community impact.



Participant feedback



Development of decision making model to support key business decisions



Board & leadership recruitment & retention

## OBJECTIVE

## GOALS

## TIMELINE

### Community Gap Analysis

Identify needs, opportunities, and gaps in sport development amongst all user groups, schools, and residents.

3 months

### Policy & Procedures

Review, revise, and create governance and operational policies & procedures. Establish regular cadence for review.

6 months - 1 year

### Decision Making Model

Create a decision making model through a coordinated approach on decision evaluation criteria at both a governance and operational level. This approach needs to be in alignment with the strategic areas of priority.

6 months

### Public Relations and Marketing

Develop a comprehensive public relations and marketing plan.

12 months

### Board of Directors & Executive Director Succession

Develop a 3-year succession plan for Board of Directors and organizational staffing inclusive of competency reviews, progress assessments, and evaluations.

18+ months

# 3

## SERVICE DELIVERY

Develop new and refined sport programs, services, and events that positively contribute to the mission, vision, and values while honoring the past, engaging in the present, and inspiring the future.



Community impact



Program participation



Member recruitment and retention



Partnership involvement

### OBJECTIVE GOALS

### TIMELINE

Honour the Past

Engage in the Present

#### Sport Legacies

Look for future opportunities to collaborate and partner with the Wood Buffalo Sport Hall of Fame and regional sport organizations.

6 months to 18+ months

#### Transfer of Knowledge

Coordinate with key stakeholders and develop transfer of knowledge reference library for sport user groups and future event hosting opportunities.

18+ months

#### Resource Hub

Define critical elements for the continuation of the resource hub including but not limited to: newsletter, event calendar, user group contact information, and community contacts.

12 months

#### Membership Package

Define full scale WBSC membership package and benefits program.

12 months

#### Sport Development

Based on our community assessment and the Fort McMurray & Wood Buffalo Region Sport Strategic Plan (2016 - 2026), diversify programming for sport development.

12 months

# 3

## SERVICE DELIVERY

Develop new and refined programs, services, and events that positively contribute to the mission, vision, and values while honoring the past, engaging in the present, and inspiring the future.



Community impact



Program participation



Member recruitment and retention



Partnership involvement

Inspire the Future

### OBJECTIVE

### GOALS

### TIMELINE

#### Rural & Indigenous Community Engagement

Create relationships with each community to identify areas requiring support for sport development.

12-18 months

#### Sport Summit

Develop a plan for an annual sport summit to support sport development in the region and be the hub for education and resources for athletes, coaches, officials, and administrators.

18 months

#### Sport Development

Strengthen relationships with provincial and local sport organizations to create sport development pathways. Utilize gap analysis data to identify future sport opportunities, where WBSC can support local sport club development and sport schools.

12 months

**WOOD BUFFALO SPORT CONNECTION SOCIETY**  
**Financial Statements**  
**Year Ended December 31, 2024**

**WOOD BUFFALO SPORT CONNECTION SOCIETY**

**Index to Financial Statements**

**Year Ended December 31, 2024**

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## INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT

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To the Members of Wood Buffalo Sport Connection Society

We have reviewed the accompanying financial statements of Wood Buffalo Sport Connection Society (the society) that comprise the statement of financial position as at December 31, 2024, and the statements of revenues and expenditures, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

*Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO), and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

*Practitioner's Responsibility*

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

*Conclusion*

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the financial position of Wood Buffalo Sport Connection Society as at December 31, 2024, and the results of its operations and its cash flows for the year then ended in accordance with ASNPO.

*Verity LLP*

Verity LLP  
Chartered Professional Accountants

Drayton Valley, Alberta  
June 12, 2025

**WOOD BUFFALO SPORT CONNECTION SOCIETY**

**Statement of Revenues and Expenditures**

**Year Ended December 31, 2024**

	<b>2024</b>	<b>2023</b>
<b>REVENUES</b>		
Funding, grants and other donations	\$ 157,112	\$ 21,244
Sport Banquet	27,534	12,452
Government grants	<u>16,700</u>	-
	<b>201,346</b>	<b>33,696</b>
<b>EXPENSES</b>		
Wages and wage costs	119,594	32,825
Banquet expense	26,995	15,725
Supplies & program expenses	25,606	7,706
Accounting fees	6,266	7,626
Insurance	3,418	1,285
Office	2,448	8,124
Travel	2,082	-
Memberships	1,846	10
Rental	1,308	4,892
Training	1,000	295
Meals and entertainment	783	-
Telephone and internet	696	1,836
Bank charges	642	361
Penalties and interest on source deductions	81	976
Amortization	<u>26</u>	<u>56</u>
	<b>192,791</b>	<b>81,717</b>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS</b>	<b>8,555</b>	<b>(48,021)</b>
<b>OTHER INCOME</b>		
Interest income	<b>722</b>	<b>382</b>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>	<b>\$ 9,277</b>	<b>\$ (47,639)</b>

**WOOD BUFFALO SPORT CONNECTION SOCIETY**  
**Statement of Changes in Net Assets**  
**Year Ended December 31, 2024**

	General Fund	Tangible Capital Asset Fund	2024	2023
<b>NET ASSETS - BEGINNING OF YEAR</b>	\$ 61,844	\$ 47	\$ 61,891	\$ 109,530
Excess of revenues over expenses	9,277	-	9,277	(47,639)
Amortization	26	(26)	-	-
<b>NET ASSETS - END OF YEAR</b>	<b>\$ 71,147</b>	<b>\$ 21</b>	<b>\$ 71,168</b>	<b>\$ 61,891</b>

**WOOD BUFFALO SPORT CONNECTION SOCIETY**

**Statement of Financial Position**

**December 31, 2024**

	<b>2024</b>	<b>2023</b>
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash ( <i>Note 4</i> )	\$ 73,080	\$ 82,332
Accounts receivable	<u>8,000</u>	<u>238</u>
	<b>81,080</b>	82,570
<b>TANGIBLE CAPITAL ASSETS (<i>Note 5</i>)</b>	<b>21</b>	<b>47</b>
	<b><u>81,101</u></b>	<b><u>82,617</u></b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable	\$ 7,683	\$ 13,954
Employee deductions payable	-	6,772
Deferred income	<u>2,250</u>	<u>-</u>
	<b>9,933</b>	20,726
<b>NET ASSETS</b>		
General fund	<b>71,147</b>	61,844
Tangible capital asset fund	<b>21</b>	<b>47</b>
	<b><u>71,168</u></b>	<b><u>61,891</u></b>
	<b><u>\$ 81,101</u></b>	<b><u>\$ 82,617</u></b>

**ON BEHALF OF THE BOARD**

*Director*

*Director*

See notes to financial statements

**WOOD BUFFALO SPORT CONNECTION SOCIETY**

**Statement of Cash Flows**

**Year Ended December 31, 2024**

	<b>2024</b>	<b>2023</b>
<b>OPERATING ACTIVITIES</b>		
Excess (deficiency) of revenues over expenses	\$ 9,277	\$ (47,639)
Item not affecting cash:		
Amortization of tangible capital assets	<u>26</u>	<u>56</u>
	<u><u>9,303</u></u>	<u><u>(47,583)</u></u>
Changes in non-cash working capital:		
Accounts receivable	(7,762)	2,262
Accounts payable	(6,272)	5,611
Deferred income	2,250	(10,396)
Prepaid expenses	-	2,925
Employee deductions payable	<u>(6,772)</u>	<u>976</u>
	<u><u>(18,556)</u></u>	<u><u>1,378</u></u>
<b>DECREASE IN CASH FLOW</b>	<b>(9,253)</b>	<b>(46,205)</b>
Cash - beginning of year	<u>82,333</u>	<u>128,538</u>
<b>CASH - END OF YEAR (Note 4)</b>	<b>\$ 73,080</b>	<b>\$ 82,333</b>

# WOOD BUFFALO SPORT CONNECTION SOCIETY

## Notes to Financial Statements

Year Ended December 31, 2024

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### 1. PURPOSE OF THE SOCIETY

Wood Buffalo Sport Connection Society (the "society") is a not-for-profit organization incorporated provincially under the Non-profit Corporations Act of Alberta. The Society is exempt from the payment of income tax under Subsection 149(1) of the Income Tax Act.

The society operates to provide sport development programs and accelerate sport development outcomes within the Regional Municipality of Wood Buffalo (RMWB)

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### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNPFO) Part III of the Chartered Professional Accountants of Canada Handbook and, in management's opinion, with consideration of materiality and within the framework of the following accounting policies:

#### Cash and cash equivalents

Cash includes cash and cash equivalents. Cash equivalents are investments in treasury bills and are valued at cost plus accrued interest. The carrying amounts approximate fair value because they have maturities at the date of purchase of less than ninety days.

#### Tangible capital assets

Tangible capital assets are stated at cost or deemed cost less accumulated amortization and are amortized over their estimated useful lives on a declining balance basis at the following rates and methods:

Computer equipment	55% declining balance method
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The society regularly reviews its tangible capital assets to eliminate obsolete items. Government grants are treated as a reduction of tangible capital assets cost.

Tangible capital assets acquired during the year but not placed into use are not amortized until they are placed into use.

#### Revenue recognition

Wood Buffalo Sport Connection Society follows the deferral method of accounting for contributions.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets.

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue when earned.

Seminar fees are recognized as revenue when the seminars are held.

#### Contributed services and materials

The operations of the organization depend on both the contribution of time by volunteers and donated materials from various sources. The fair value of donated materials and services cannot be reasonably determined and are therefore not reflected in these financial statements.

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(continues)

# WOOD BUFFALO SPORT CONNECTION SOCIETY

## Notes to Financial Statements

Year Ended December 31, 2024

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### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

#### Measurement uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

#### Financial instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. All other financial instruments are reported at amortized cost, and tested for impairment at each reporting date. Transaction costs on the acquisition, sale, or issue of financial instruments are expensed when incurred.

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### 3. GOING CONCERN ASSUMPTION

The accompanying financial statements have been prepared on the going concern assumption that the society will be able to realize its assets and discharge its liabilities in the normal course of business. Due to the lack of funding obtained during the year, the organization has reduced program offerings and is experiencing negative operating cashflows. However, with reduced expenses associated with reduced program offerings, and with the events described in Note 11, the society is expected to have sufficient funds for at least the next twelve months.

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### 4. CASH

	2024	2023
General GIC Investment	\$ 62,809	\$ 71,995
	<u>10,271</u>	<u>10,338</u>
	<b>\$ 73,080</b>	<b>\$ 82,333</b>

The Guaranteed Investment Certificate is interest bearing at a rate of 3.25% per annum and matures March 5, 2025.

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### 5. TANGIBLE CAPITAL ASSETS

	Cost	Accumulated amortization	2024 Net book value	2023 Net book value
Computer equipment	\$ 1,550	\$ 1,529	\$ 21	\$ 47

### 6. CREDIT FACILITY

The society has a credit facility with ATB Bank, which includes an approved MasterCard that can be drawn upon to a maximum of \$10,000, which bears interest at 19.99% per annum, repayable monthly. The balance outstanding at year end is \$2,582 (2023- \$2,972) and is included in Accounts Payable.

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## WOOD BUFFALO SPORT CONNECTION SOCIETY

### Notes to Financial Statements

Year Ended December 31, 2024

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#### 7. DEFERRED INCOME

Deferred income represent funds received for various programs and will be recognized as revenue in the fiscal year in which the related expenses are incurred.

	Opening Balance	Funding Received	Funding Recognized	2024
Jumpstart	\$ -	\$ 7,500	\$ 5,250	\$ 2,250

Jumpstart funding provides organizations with assistance to build capacity to provide more inclusive, equitable, and safe sport participant experiences.

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#### 8. ECONOMIC DEPENDENCE

The society receives the majority of its revenue from various government bodies. The society's continued operations are dependent on this funding agreement and on satisfying the conditions set out in those funding agreement.

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#### 9. SUBSEQUENT EVENTS

On January 1, 2025, the Society entered into a Community Sustaining Grant Agreement with the Regional Municipality of Wood Buffalo for \$150,000.

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#### 10. FINANCIAL INSTRUMENTS

The society is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the society's risk exposure and concentration as of December 31, 2024.

##### Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The foundation's exposure to credit risk relates to accounts receivable and arises from the possibility that a debtor does not fulfil its obligations. The society performs continuous evaluation of its financial assets and records impairment in accordance with the stated policy.

##### Liquidity risk

Liquidity risk is the risk the society may not be able to meet its obligations. The society's exposure to liquidity risk relates to accounts payable and accrued liabilities, and arises from the possibility that the timing and amount of its cash inflows will not be sufficient to enable it to meet its financial obligations as they become due. The society reduces its exposure to liquidity risk by ensuring that it documents when authorized payments become due. In the opinion of the foundation the liquidity risk exposure is low and is not material.

Unless otherwise noted, it is management's opinion that the society is not exposed to significant other price risks arising from these financial instruments.

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