



GRANT APPLICATION CRITERIA

Projects must support community-based initiatives that focus on one or more of the following chronic disease prevention or health promotion priorities (See Page 3 for further information):

- Healthy Eating
- Community Food Security
- Physical Activity/ Active Living
- Injury Prevention
- Tobacco-Free Communities
- Positive Mental Health
- Prevention of Substance Harms
- Healthy Early Childhood Development
- Healthy Aging
- Healthy School Action

Preference will be given to projects that:

Support partnerships and build relationships - *will encourage groups to work together, connecting the community*

Identify a community need - *will address something that is missing that could benefit the community*

Promote healthy outcomes - *will include activities that reduce the risks and impacts of chronic disease and injury*

Have impact - *will affect many people in the community or communities where the project takes place, or have a profound affect on fewer*

Reduce health inequities - *will help those who are disadvantaged or vulnerable to improve their access to supports and resources for better health*

Build capacity - *will develop and strengthen skills and resources within the community*

Last - *will have a good chance of living on after the funding ends*

Northern Health IMAGINE Community Grants

New for Fall 2019: We are now accepting applications for multi-phase projects, up to 4 phases over up to 4 years. See page 4 for details!

The goal of the IMAGINE Community Grants program is to assist communities who are committed to staying healthy and improving the well-being of our northern residents. Grants are available for a maximum of \$5,000.

Who can apply?

All community partners including:

- Organizations
- Service Agencies
- Regional Districts
- First Nations Band or Community Organizations
- Schools or PAC's
- Municipalities
- Not-for-Profits
- First Nations Health Centres

What are the funding limitations?

Our grants do not cover:

- Wages, salaries or contract-for-fee services
- Prize money or gift cards
- Food for food banks, breakfast programs or large-scale catering
- Academic research
- Northern Health employees, programs or facilities cannot apply for funding but they can be listed as a support or partner in the project
- Projects outside of the Northern Health region
- Individuals or personal businesses
- One-time events or projects that do not have a lasting impact

CURRENT GRANT CYCLE: IMPORTANT DATES

Call for applications:	September 1, 2019
Deadline for applications:	September 30, 2019
Successful applicants notified:	week of November 18, 2019
Funding released:	early December 2019
Projects must end (funds spent):	by May 31, 2020
Final evaluation reports due:	July 15, 2020

NOTE: THE NEXT CYCLE FOR IMAGINE GRANTS WILL BE RELEASED IN Spring 2020

IMAGINE Community Grants- Frequently Asked Questions

Q. Do I need a project partner to apply?

A. Projects are not required to have partners working together, but preference will be given to projects that include partnerships and relationship building within community. When listing partners on the application, they must be from outside of the applying organization and each partners’ roles and responsibilities in the project should be clearly stated. It is strongly recommended that letters of support from project partners be included with the application. Example- if a community group is listing their local municipality as a partner on the application, it would be ideal to have a letter of support from the municipality declaring their support for the project.

Q. Can my group apply for an IMAGINE Community Grant if we have previously received IMAGINE funds?

A. Applicants who have previously received IMAGINE funds can apply with a new project idea and if they have submitted the required evaluation form, fulfilling the agreement from the last project. We will not fund the same project more than once and will not provide funds for operational costs of an ongoing/existing project.

Q. How detailed should my application be?

A. The IMAGINE Community Grants are a very competitive process. When reviewing your application, the screening committee should be able to easily understand the goals of the project and the plans that will be put in place to achieve them. The more details included in your application, the better. Ensure that the project budget is clear and includes all costs that will be associated with the project activities.

Q. Our project requires a lot of funding to achieve our goal. Can we apply to IMAGINE for a “donation” to our funding pot?

A. IMAGINE Community Grants are considered seed funding to get grassroots projects off the ground in community. IMAGINE funding is not a donation for large scale projects and cannot be used to leverage other funding in early phases of a project. We require that the total cost of the project is identified in the application and that it is clear how the IMAGINE funds (maximum \$5,000) will be used to support and complete the project within our identified timelines. Please ensure that all other sources of funding listed on your application are confirmed. We will support large scale projects that fit within our criteria, if the IMAGINE funds will complete or support a piece of the project.

Q. Can we apply for a one-day event or community celebration?

A. IMAGINE Community Grants fund projects that have a lasting impact in community. These funds are not for one-off events. Preference is given to projects that have a good chance of living on after the funding is spent and will support ongoing programming and activities within a community.

Q. Who can/should my project support?

A. IMAGINE funded projects can support any population group in your community, including (but not limited to) the following: Women, Men, Pre-Natal, Early Years (0 - 5), Children (6 - 12), Youth (13 - 18), Seniors & Elders, Multi-Generational, Families, Indigenous Peoples, New Immigrants, LGBTQ2S+, Refugees, People with Substance Use Disorders, People with Chronic Diseases, People with Mental Health Disorders, People with Disabilities, People of Low Socio-Economic Status, and Frail Elderly. Projects may also be intended to be inclusive, addressing a concern that affects all community members.



Things to consider

When developing your proposal, there are many things to consider. Below are some key points and suggestions from the IMAGINE screening committee that could help your application be as strong as possible.

General Principles

1: Equity - One of our main goals is to help reduce barriers that people face in becoming as healthy as they can be. Does your project have that goal too? If so, be sure to tell us about the barriers, and how your plan will help members of your community overcome them. Consider this example:



2: Environment - Does your project create a safe, supportive environment for community members to participate, interact, or engage in? Often people want to be a part of things, but choose not to because they don't feel safe or welcome. Be sure to tell us how you will deal with this!

3: Scope - Projects that aim to help a lot of people are great, but only if they actually help a lot of people. Be careful not to make your project too broad, and to maintain your focus on the people you want to help and the problem you want to solve.

4: Clarity - We are sure that you understand your project, but for us to approve it we need to understand it too! Try to be as clear and as complete in your explanation as possible. Remember, the more detail we have and the better we understand your idea, the more likely you are to receive funding!

5: Planning - We want to see your project be successful. For that to happen, you need to have a complete plan. Take the time to really think your project through, and give us the steps you will take to achieve your goals. The better the plan, the more likely it is to succeed!

6: Sustainability - All efforts to make communities healthier are valuable, but we try to look for projects that will have lasting value. Does your project have plans to make sure that its positive effects last? If so, tell us about them!

7: Cultural Safety - All people have the right to feel safe and respected, and to be proud of their culture. Does your project enable members of your community to access services and programs without fear of racism or other forms of discrimination? Consider how politics and history affect people in your community, and how your project could impact this. For more information, visit the [Indigenous Health](#) website.

Considerations for Physical Activity Projects

1: Capacity - Getting people in your community to participate in physical activity is fantastic! But is there a way that your project can increase opportunities for them to participate both now and in the future? Projects that build capacity in this area have huge value for the community!

2: Gaps - Does your project provide access to an activity that might not be available in your community otherwise? Increasing the variety of activities present in your community, especially those that are free or easy to access, can greatly improve access to activity for different community members, helping everyone be more active!

Considerations for Healthy Eating Projects

1: Healthy Relationships with Food - Healthy eating is about much more than the foods we choose – it’s also about creating positive relationships with food! Consider healthy eating projects that offer hands-on food experiences, build food skills, and are inclusive and respectful of all body sizes. Healthy eating initiatives should promote supportive food environments and avoid labelling specific foods as “healthy” or “unhealthy”.

Considerations for Community Food Security Projects

1: What is Food Security? - A community is food secure when everyone can get safe, nutritious food that they want to eat, without compromising their dignity or cultural beliefs. This means that food security projects need to consider all community members and the differences between them to be effective.

2: Making It Last - Food Security is not just about responding to shortages in emergencies, but about making sure everyone has acceptable food to eat all the time, especially for those with income challenges or other barriers to accessing food. Does your project focus on long-term, local food solutions? If so, tell us about it!

Considerations for Mental Wellness Projects

1: Lived Experience - Applications that involve connecting people with peers who have faced the same challenges are more likely to help community members achieve positive mental health. Does your project involve community members who have overcome mental health or substance use challenges? If so, explain to us how their experiences will make your project stronger!

2: Pillars of Mental Health - Mental health is a big, complex topic, and it is connected to all other areas of health. Different groups will be more affected by different projects, but in general access to resources, social connectedness, and freedom from discrimination and violence are recognized as the pillars of mental health. Does your project touch on some or all of these pillars? Make sure you show us how, as clearly as you can!

Considerations for Injury Prevention (Safety) Projects

Projects that support a safer place to work, learn, and play make our communities better places to live. Whether it is a project to build a safer environment, provide protective equipment, or help a vulnerable population to be active and safe, preventing injuries supports healthy living for all ages. If your project makes your community safer, tell us how!

NEW FOR FALL 2019: Mutli-Phase Projects!

Starting in Fall 2019, IMAGINE will consider funding for multi-phase projects! To be eligible, your project **MUST** have clearly defined phases, all working toward one larger goal. We will not fund operational costs for established programs (day-to-day supply costs, food, space rentals, etc.), and we will not fund the same work for any project multiple times. Please note, you must re-apply for each phase of the project: Being approved for one phase **DOES NOT** guarantee that all phases will be approved, as each application will be reviewed separately. To be eligible, your project must:

- Have between 2 and 4 clear phases, each with unique goals and activities
- Take no more that 4 calendar years to complete all phases
- Meet all other IMAGINE criteria, as stated above
- Deliver more value to your community than could be achieved in one phase
- Not represent operating costs for established programs or ongoing projects

If you have a large-scale idea that fits this description, share it with us!

For more information, please contact Northern Health’s Regional Community Granting Program, Healthy Community Development:

Centre for Healthy Living 1788 Diefenbaker Drive, Prince George BC V2N 4V7

Phone: 250-565-2131 • Fax: 250-612-0810 • Email: imagine.grants@northernhealth.ca