

ATTACHMENT A



COMMUNITY PROGRAM DEVELOPMENT GRANT APPLICATION FORM

DEADLINE FOR APPLICATIONS

November 1st for spring and/or summer programs

May 1st for fall and/or winter programs

Legal Name of Organization: Salish Storm Hockey Association

Mailing Address: [REDACTED]

Postal Code: [REDACTED]

Telephone: [REDACTED]

Email: salishstormhockey@gmail.com

Contact Person: Alan Macdonald

Position: President

Society Registration Number: S0075620

Is your society in good standing with the Registrar: Yes

Fiscal year for grant: 2021 – 2022

Total grant requested for fiscal year: \$4,500.00

Total budget for fiscal year: \$55,700.00

Has your organization applied for other City of Nanaimo funding? If so, please list the type and amount of funds requested for next year. No.

In your application, please answer all questions and include the information requested:

1. **Name of Project or Program:** Salish Storm Hockey Ice Program
2. **Times and Dates:** September 1 - March 31, 2022
3. **Location:** Frank Crane Arena
4. **Target Market and Age of Participants:** Indigenous children and youth ages 6-18

5. **From where will participants come? (Last year's actual numbers if project or program was held previously: New projects or programs please estimate)**

Program Highlights	Age Groups	Attendance
Introduction to Hockey (September 2021 – January 2022)	6-12	25 youth expected
Stick n' puck (February-March)	6 - 18	25 youth expected
Expected Attendance	6 - 18	25 youth per program
Previous Programs		
Harewood Box Hockey	6 - 18	25-30 youth per week
Introduction to Inline Hockey 2020-2021	6 - 18	30 Youth attended

Participants come from several First Nations communities including Penelakut Island, Stz'uminus, Snuneymuxw, Qualicum and Snaw-Naw-As as well as Nanaimo and Ladysmith municipalities.

6. **Is any other organization providing similar services?** No

7. **Is this a new program?** Yes

8. **How long has your organization existed in Nanaimo?** 3 Years

9. **Briefly outline the purpose or mission of your organization**

- 1) To promote improvement of self-esteem, physical health and social skills of indigenous children and youth through involvement in Hockey.
- 2) Provide programming capacity development and direct support to families to increase the participation of indigenous children and youth through Hockey
- 3) To promote the development of indigenous children and youth hockey players
- 4) To increase capacity for indigenous families to participate in the organized sport of Hockey.

10. **What programs in the past has your organization produced/sponsored**

- Harewood Wednesday Night Box Hockey at Centennial Park 2019, 2020
- First Shift Partnerships with Nanaimo Minor Hockey for 2019/20 and 2020/21
- Friday Night Inline Hockey at Frank Crane Arena 2020/21

11. One to two typed out pages outlining a summary of your idea:

Storm the Ice is a multilevel hockey development program designed to engage Indigenous children, youth and families in ice hockey activities across age ranges and skill levels.

Storm the Ice is designed to both introduce the game of ice hockey to children, youth and their families as well as continue the development of those already playing the game.

The allocation of ice for the 2021 winter will allow Storm the Ice to offer a range of programming to encourage community and caregiver involvement as well. All programs will occur on Wednesday night between the hours of five and 6 o'clock at the Frank crane arena.

We will accomplish this through the following programs:

Introduction to Hockey 16 week low-barrier hockey development program for Indigenous children ages 6-12. This program is designed to introduce the game of hockey to first timer children and youth. Fundamental hockey skills are taught through a play-based system using training pucks and building on physical literacy basics and fun. Children will work on skating, basic puck handling, passing and shooting with emphasis on participation. No previous hockey experience is required, but players must be able to skate. They are taught through an hour-long play-based system and building on physical literacy basics and fun. Children will work on ice skating, basic puck handling, passing and shooting with emphasis on participation. No previous hockey experience is required.

Stick n' Puck/Free Skate hour-long drop-in sessions where children and youth can become comfortable on the ice while learning basic skills and techniques at their own pace. Supported by SSHA coaches, players will be divided into groupings by skill level and interest. Equipment rentals will be provided on site. Ice surface will be divided in half to provide freeskating opportunities for families at the same time.

Community Outreach To support the inclusion and retention of parents/caregivers and players SSHA will provide one to one mentorship and advocacy so that indigenous families have a supported and successful introduction to the sport and minor hockey community. The volunteer navigators help new families get engaged in supporting their child's interest in sport, and to learn about the benefits of organized/team sport on mental, physical and social development. The navigators will also help identify financial, logistic and community resources to address barriers that might be experienced by families as they continue on to other organized hockey programs. Families will be assisted to enrol in skating and hockey programs already available through the RDN and Nanaimo minor hockey.

12. For what purpose do you plan to use this City fund? (Please be specific)

This grant will fund our inaugural SSHA Storm the Ice Program. Building on the success of our ball and inline hockey programs, we will introduce Indigenous children and families to the sport of ice hockey

and develop skill, confidence and relationships that will be critical to their participation in minor and competitive hockey environments.

Given the total budget allocated to the City for programming, the funds will be used in particular to cover the cost of ice time rental at Frank Crane arena, as well as providing healthy snacks and beverages to participants for our 16-week Introduction to Hockey program.

13. How will your idea benefit Nanaimo?

SSHA programs will benefit Nanaimo by serving as a vehicle for reconciliation with Indigenous peoples on these traditional lands. This will occur first by recognizing that Indigenous players are vastly underrepresented in the sport of hockey in the mid-island area due to a variety of cost, logistical and social barriers. This is the only program of its type that encourages and supports Indigenous children to play organized hockey. Broadly, Indigenous children are trending lower on both social and physical determinants of health. We need to encourage opportunities for them to engage in physical activity, and to form positive relationships in a group social setting. This program builds relationships across the hockey and sport community and furthers Nanaimo's reconciliation services with indigenous service groups.

14. How will your program be marketed?

We will leverage our relationships with our partners including Kwumut Lelum, Nanaimo Minor Hockey, Clippers, City of Nanaimo and VIU Mariners to promote SSHA across various social and online media channels. Direct marketing to the City of Nanaimo SD68, local First Nations, and family service organizations like Nanaimo Aboriginal Centre, Tillicum Lelum Aboriginal Friendship Centre is a vital component of our recruitment and marketing strategy.

15. How will you evaluate the success of the program?

Salish Storm Hockey Association will evaluate the success of our program by conducting weekly overviews with coaches and volunteer staff, to discuss our observation of the environment and youth in our program. We will also be administering periodic surveys to families and children to discuss improvement and barriers. Ex: *"How can we make it easier for you and your child to attend our Wednesday evening Development program?"* and to identify and address ongoing barriers to meaningful participation measuring self-reported satisfaction. Increasing in overall Hockey Programs, health, and attainment of goals.

18) Include a list of the organizer's identifying the roles and names of the people in those roles and functions

Board Of Directors

Alan Macdonald - President

Tim Harris - Treasurer

Kyla Hartnell - Director

Troy Brooks - Secretary

Heath Dennison - Director

Volunteer coaching and officiating staff responsible for directing and supporting players during development in athletic abilities, skills and drills.

Tim Harris	Adam Seymour
Heath Dennison	Kyla Hartnell
Darian Harris	Alan Macdonald
Crystal White	Josh Drummond
Shelby Smith	Adam Seymour
Emily Simpson	Rylan Friesen

Logistical support – Kwumut Lelum provides a rideshare program utilizing a 15 passenger van and driver to transport players safely to and from programs, providing one to one mentorship and advocacy so that Indigenous families have a supported and successful introduction to the sport and Minor Hockey Community

PLEASE NOTE: A final report and financial statement (1 – 3 pages maximum) must be submitted within 60 days of the conclusion of the project or program. Failure to do so may result in rejection of any new application. *Freedom of Information and Protection of Privacy Act (FOIPPA)* Information on this form is done so under the general authority of the Community Charter and FOIPPA, and is protected in accordance with FOIPPA. Personal information will only be used by authorized staff to fulfill the purpose for which it was originally collected, or for a use consistent with that purpose. Submissions may be included within a future publically available Council Report, which will be available for viewing on the City's website.

Introduction to Ice Hockey Program 2021

Salish Storm Hockey Association

Program Budget

Program Cost	Total Cost	Funds Requested from City of Nanaimo
Frank Crane Facility Arena, 30 hours	\$5,400.00	\$2,500.00
Equipment Rental (skates, helmets for drop-in)	\$5,200.00	\$0.00
Insurance	\$2,000.00	\$0.00
Healthy food and beverage for participants	\$4,500.00	\$2,000.00
Program Coordination 30 Weeks 4 hours a week \$20.00 /hr	\$3,600.00	\$0.00
Coaching staff	\$8,700.00	\$0.00
Coach training and development	\$1,000.00	\$0.00
Online registration costs	\$400.00	\$0.00
Marketing and Communications	\$600.00	\$0.00
Transportation (drivers, mileage)	\$8,250.00	\$0.00
New program equipment	\$16,000.00	\$0.00
Total Program Cost	\$55,700.00	\$4,500.00

Other Funders	
Coach Development - Nanaimo Minor Hockey	\$1,000.00
Coaching staff - Nanaimo Minor Hockey and SSHA	\$8,700.00
Player Transportation (includes class 4 driver/15 passenger van/fuel) - Kwumut Lelum	\$10,000.00
Jerseys and Equipment - Coastal Credit Union	\$2,500.00
Equipment - Fortis BC/MNP/Jump Start	\$20,000.00
Total value of in-kind contributions	\$42,200.00